

## **Drew Wentzel**

### **Principal enfliexion**

Drew Wentzel is the principal of enfliexion, a web design firm that helps businesses and organisations effectively interact with their stakeholders through online applications, portals and websites.

With over ten years of experience in developing web services and software, Drew has helped design and develop usable and functionality rich Internet applications and built online presences for a wide variety of industries including retail, government, hospitality, lifestyle, corporate and technology companies.

Since he established enfliexion, Drew has been involved in creating and developing Sliced Bread, an easy to use content management system that allows enfliexion customers the freedom to manage and update their content with no technical knowledge anytime, anywhere. He launched webin4, Australia's first website builder that combines a bespoke and off-the-shelf web design solution for microbusiness owners, microsites and campaign websites.

Drew has a Bachelor of Information Technology from the University of Technology Sydney. He majored in Information Science and Communication. He has a strong interest in how users interact with technology and ways to reduce the barriers between how users access online technologies successfully.