

BESEN

DANIEL BESEN



In 2000, Daniel founded BESEN to bring to life his passion for helping promising entrepreneurs to realise and achieve the potential of their ideas.

His strategic skills, commercial intuition and keen perception for innovative business concepts and property development opportunities shape the company's success.

Guided by the BESEN Advisory Board and supported by his collaborators, Daniel is directly involved in the evaluation of each potential investment. His remarkable enthusiasm for creativity and a unique vision are fundamental to key business decisions. BESEN's key investments to date, which include sass & bide, Seek, MIMCO, Boost and Strike Entertainment and property developments such as Lilli by Fridcorp, Casba by Cornerstone and Belvedere by Winten, clearly demonstrate Daniel's strategic value.

With a background in law and economics, Daniel practised law with one of Australia's leading commercial law firms, Arnold Bloch Leibler, after which he joined his family's fashion business, Sussan. As a Director of the Sussan Group of Companies, Daniel worked for several years as Development Manager of the Sussan Property Group and, in particular, he headed up the stores division of Sussan, working to grow and develop the retail strength of the Group. Daniel also held the position of Executive Director of Highpoint Shopping Centre, the largest shopping complex in Melbourne's west. Since the early 1990s, he has been actively involved in all aspects of significant major developments and refurbishments at the Centre, including design, building, leasing and marketing.

Whilst working in his family's business, Daniel saw the opportunity to invest in Rebel Sport and to substantially grow the business. Through the Sussan Group, Daniel invested in Rebel and, during the subsequent five years of his involvement, Rebel grew significantly, becoming a national sporting goods powerhouse. Also while working with his family, Daniel held the position of Executive Chairman of TarraWarra Estate, producers of benchmark cool climate wines based in the picturesque Yarra Valley.

Daniel is currently a Trustee of The Daniel and Danielle Besen Foundation and the Besen Family Foundation and a Director of TarraWarra Museum of Art. He has also held the positions of Director of the Jewish Museum of Australia, the Melbourne International Arts Festival and Heide Art Gallery, and for six years was the Chair of Chunky Move, Victoria's innovative contemporary dance company.

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