

MAXIE JUANG

Program Impact Manager | Horticulture Innovation



Maxie Juang is Program Impact Manager for Hort Innovation's Frontiers program, the organisation's innovation investment arm focused on identifying, testing and scaling new opportunities for Australia's horticulture industry. Over the past 18 months, Maxie has worked across innovation investments spanning grower capability, startup engagement, venture capital, commercialisation and ecosystem development.

With a background in agrifood innovation, accelerators and startup ecosystems, Maxie has spent the past five years helping researchers, entrepreneurs, investors and industry leaders turn emerging ideas into practical outcomes. During which, she has collaborated with universities, governments, private investors and startups to co-invest in technologies and develop business models that can improve the competitiveness and resilience of Australian horticulture.

Maxie is particularly interested in commercialisation pathways, venture investment, technology adoption, systems-level thinking, and the challenges of translating new technologies into real-world industry impact.

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