



CELEBRATING OUR PEOPLE

Welcome back Max Rogers

In January 2023, we were delighted to welcome Max Rogers back to the COSOL family following five months of recovery from an accident that left Max impaired from the neck down.



Max Rogers has been a valuable executive leader at COSOL since 2020 when COSOL acquired AddOns Inc, the North American managed services, hosting, and application support company founded by Max in 2003. From 2020 until late 2022, Max held the role of CEO of COSOL Americas and has recently returned as COSOL's Principal Solution Architect.

Max has always inspired others with his strong personal drive, determined attitude, strong leadership skills, and positive outlook on life. Additionally, Max has always been very active and physically strong, with a love for hunting, golfing, and biking, as well as a background as a university wrestler. All of these physical and mental traits have contributed to his achievements throughout his personal and professional life and, importantly, to his ongoing recovery from his life-changing accident in 2022.

"When I was 7 years old, I recall a friend of my dad's fell off a horse and became a quadriplegic. I vividly remember thinking, 'Oh gosh, that is horrible.

I never want that to happen to me," Max recalls. "I never would have thought that 44 years later my worst nightmare would happen and change the course of my life forever."

"As I lay in a hospital bed trying to process what had happened, it was the support from friends and colleagues that gave me strength and hope that I could get through this. My first conscious recollection was of Scott McGowan, CEO of COSOL, and Board Director Ben Buckley at my bedside. Both had postponed their return to Australia to lend their full support to me, which I was incredibly grateful for. From there, friends and colleagues donated money and offered their time to help me set up a new house to aid in my recovery."

Choosing to return to work at COSOL as Principal Solution Architect and wellness ambassador has provided Max with a new sense of purpose and drive, while the COSOL global team continues to benefit from Max's vast knowledge and experience in asset management.

COSOL's Executive General Manager, Annette Henry, recalls her brief time

with Max in Denver, USA, "Max has the most amazing mindset. He is a natural coach and mentor, and his many experiences, when woven together, are very compelling. His life stories and experiences continue to be inspiring, and we don't want to keep that to ourselves."

Drawing on all his experiences and in true Max style, he is determined to inspire and help others. "The most significant lesson I have learned is the importance of mental health and the need to take a breath to enjoy all aspects of life. It is always easier to have a better outlook when you have the right balance in life – and ensuring that work does not take over our lives."

Max believes that the better your attitude, the better your influence will be on people. "I hope to provide people with an opportunity to reflect. I place a lot of value on shared experiences and feel that through my story and as a wellness ambassador at COSOL, I can, in some way, make a difference in other people's lives by helping them find balance, push through adversity, and enjoy all that life has to offer."