



# Lifecycle



● As a university student, Dr Adir Shiffman was torn between a desire to go into business and sticking to his chosen career path of becoming a surgeon. “At school I believed that if you wanted to help people you could best do that as a doctor.” That rationale won – briefly. Shiffman graduated in medicine from Melbourne’s Monash University and worked as a medical resident.

He resigned and co-founded consumer research company Global Reviews in 2000. “If I had become a surgeon, I knew I’d never have the opportunities to do other things,” he says.

Shiffman started Global Reviews with former lawyer Adam Goodvach, the company’s chief executive, initially to measure consumers’ experience on the internet, but eventually including interactions by email, the telephone and over-the-counter. As well as documenting customer experience, Global Reviews benchmarked companies’ performance against their competitors.

Family and friends were perplexed by Shiffman’s decision to set up a business premised on the internet in the wake of the dotcom bust. “My friends told me that I had made a very courageous decision. I was so naive at the time that I didn’t realise how courageous it was.”

Global Reviews started with only four employees but large corporations such as airlines, telecommunication companies, banks and insurers understood the significance of the internet and the business prospered. In 2006, Global Reviews opened an office in London.

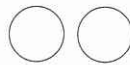
There are now 46 employees – six in London – and clients include Australian Unity, National Australia

Bank, Qantas and Telstra.

With in-depth knowledge of the best strategies for doing business online, Shiffman founded consumer advice website HelpMeChoose.com.au, where consumers compare products when shopping for home loans, credit cards and life and health insurance, last year. “We knew there was an opportunity,” he says. “Consumers are now more than ever looking to save money.”

Shiffman has a three-year plan for his new venture that includes an ambitious yardstick for success: “We’d like every single Australian who is considering making a decision [about a home loan, credit card or insurance] to come to HelpMeChoose.”

Shiffman’s relish for business is obvious, but he has not completely forsaken medicine. “It’s a wonderful profession,” he says. “I miss the very special relationship you have with patients as a doctor. I haven’t closed the door on medicine – I still see myself as a doctor.” **BRW**



**We knew there was an opportunity – consumers are more than ever looking to save money**

Interview: Leo D’Angelo Fisher

## Dr Adir Shiffman

Global Reviews  
HelpMeChoose.com.au

Positions:	<b>Director, Global Reviews</b>
	<b>Chief executive, HelpMeChoose.com.au</b>
Milestones:	<b>1999: Graduates in medicine</b>
	<b>2000: Co-founds Global Reviews</b>
	<b>2006: Global Reviews opens London office</b>
	<b>2008: Establishes HelpMeChoose.com.au</b>

**LIFECYCLE: ADVISE**

Doctor turned entrepreneur helps consumers decide