Blue Vineyard

Your Technology Partner

Empowering Your Organisation *with Success*



www.bluevineyard.com

Blue Vineyard

LUKE FARRUGIA

Co-Founder & CEO | Blue Vineyard



Luke Farrugia is the Co-Founder and Chief Executive Officer of Blue Vineyard, leading the company's strategic direction, culture and growth. With a background spanning graphic design, web development, digital strategy and business consulting, Luke has spent more than a decade helping organisations use technology to improve communication, engagement and operational effectiveness.

Before co-founding Blue Vineyard in 2021, Luke founded ***Farbox Creative*** and worked as an independent web and business consultant, delivering digital solutions for businesses across Australia. He is also the founder of ***Aus Table Talk***, a podcast established in 2016 that has become a recognised platform within the Adventist community for conversations around faith, leadership and culture.

Luke has overseen the delivery of significant technology projects, including the redevelopment of the Adventist Review Website, a custom CRM and operations platform for Asian Aid that handles donor, partner and program management, marketing operations, workflow automation, and an event registration platform used by many of the largest Adventist camps across Australia and New Zealand. Luke regularly speaks on leadership, responsible AI, remote teams, organisational culture, faith-based entrepreneurship and the future of technology within mission-driven organisations.

Areas of Expertise

- Executive Leadership
- Digital Transformation & AI Adoption
- Organisational Culture
- Brand & Communications
- Global Remote Team Leadership
- User Experience & Product Strategy

Speaking Experience

- Responsible AI in mission-driven organisations
- Building and leading high-performing remote teams
- Faith-based entrepreneurship and servant leadership
- Technology and the future of the Adventist Church
- Organisational culture and leadership
- Digital innovation and the power of curiosity

Key Achievements

- Co-founded Blue Vineyard and built a globally distributed technology team.
- Directed the redevelopment and migration of the Adventist Review website.
- Oversaw the creation of a custom CRM platform for Asian Aid.
- Guided the development of an event registration platform now used by many major Adventist ‘Big Camps’ across Australia and New Zealand.
- Founded the ***Aus Table Talk*** podcast.

LEADERSHIP PHILOSOPHY

"Great organisations are built by people who are trusted, challenged and inspired. Technology should always strengthen relationships, never replace them."

Blue Vineyard

DAVID BROWN

Chief Operations Officer | Blue Vineyard



David Brown is the Chief Operations Officer at Blue Vineyard, bringing experience across ministry, business, engineering, education and executive leadership. He leads the company's day-to-day operations and product teams, applying technical expertise with practical people-centred leadership. His strengths include project management, product development and leading cross-functional teams to deliver technology solutions for mission-driven organisations.

David holds a degree in Civil and Humanitarian Engineering and has worked as a civil engineer in both consultancy and local government. He has also served as a university lecturer and has presented on human-centred engineering, workplace discipleship and youth ministry. Before entering engineering, David's experience included Bible work, teaching, business ownership and office administration, giving him a broad understanding of leadership, communication and organisational dynamics.

David's professional achievements include leading a coastal erosion restoration research project in southern India and becoming the first graduate of Australia's accredited Civil and Humanitarian Engineering program. He is a member of Engineers Australia and Engineers Without Borders.

David has played a leading role in the delivery of many of Blue Vineyard's flagship technology solutions, overseeing product development, project delivery and operational execution. Some of his work includes development of TrustLoop and the ElevatED suite of products for the education sector, and an AI-powered Bible Instructor called EZRA, developed in partnership with Amazing Facts International. As the operations lead for this project, David managed product development, client collaboration and stakeholder engagement, culminating in the successful launch at the 2026 ASI Convention in Phoenix, Arizona. David continues to oversee the delivery of custom digital solutions that support Adventist organisations across education, ministry and community services.

Areas of Expertise

- Operations, Organisational & Team Leadership
- Product & Project Delivery
- Human-Centred Engineering
- Responsible AI Adoption
- Process Improvement & Complex Problem Solving
- Stakeholder Engagement

Speaking Experience

- Human-Centred Engineering
- Workplace Discipleship
- Youth Ministry & Sabbath School Leadership
- Responsible AI in the workspace
- Technology & Digital Innovation
- Project Leadership & Operational Excellence

Key Achievements

- First graduate of Australia's accredited Civil and Humanitarian Engineering program
- Led a coastal erosion restoration research project in southern India.
- Led the development of EZRA, the AI-powered Bible Instructor created in partnership with Amazing Facts International.
- Progressed from Project Manager to Chief Operations Officer at Blue Vineyard.
- Leads product teams delivering technology solutions across education, healthcare, ministry and community services.

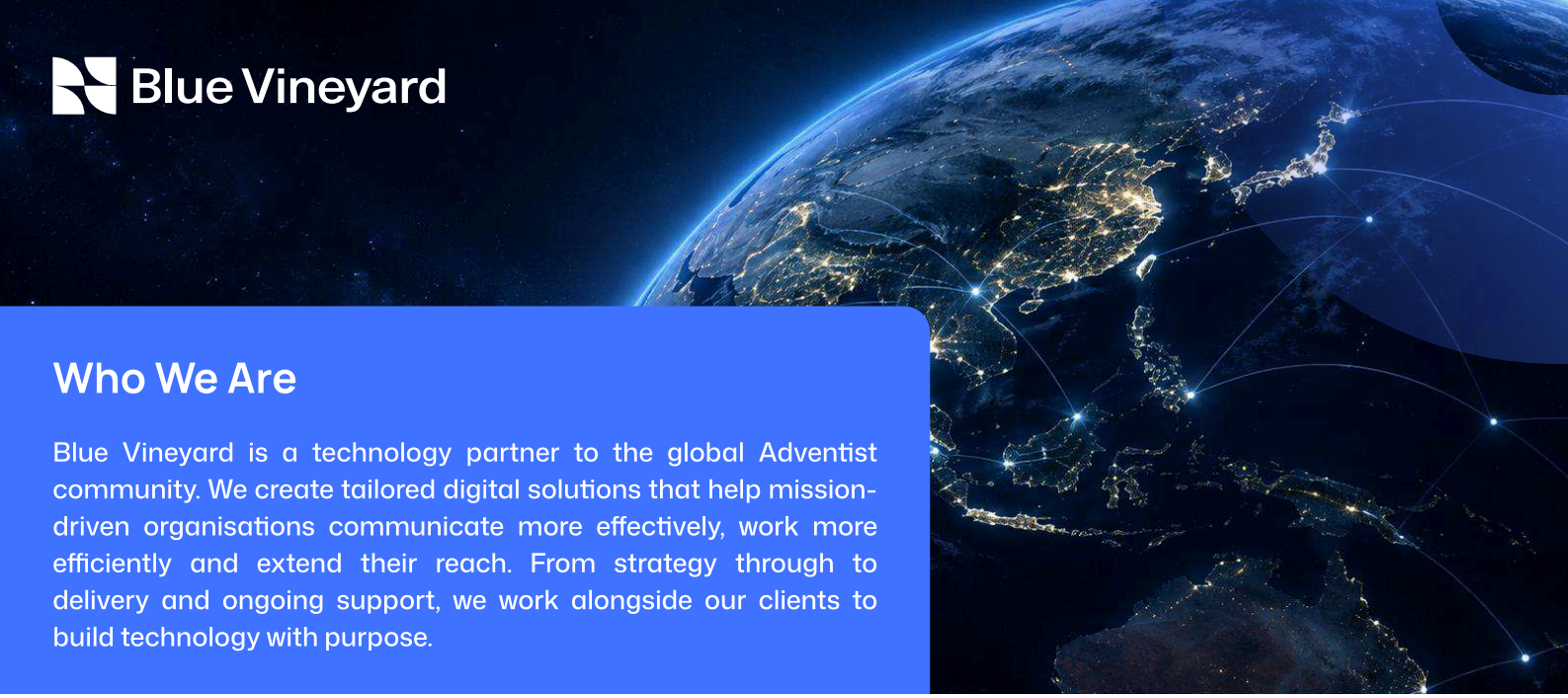
Professional Affiliations

- Member of Engineers Australia.
- Member of Engineers Without Borders.

LEADERSHIP PHILOSOPHY

"Serve the person first, then expect great things, because people rise to the belief we hold in them."

Blue Vineyard



Who We Are

Blue Vineyard is a technology partner to the global Adventist community. We create tailored digital solutions that help mission-driven organisations communicate more effectively, work more efficiently and extend their reach. From strategy through to delivery and ongoing support, we work alongside our clients to build technology with purpose.

Your Vision

We begin by understanding your organisation, its challenges and what you want to achieve.

Our Strategy

We bring together strategic thinking, technology and practical experience to design the right solution.

Shared Success

We work alongside your team through delivery and beyond, supporting solutions that create lasting value.

Why Choose Blue Vineyard?

- Experienced Professionals
- Customised Solutions
- Trusted by Clients
- Committed to Your Success

Global Team, Shared Purpose

Our globally distributed team brings together specialists across strategy, development, design, communications and project delivery. Different perspectives and shared values allow us to build thoughtful solutions for organisations operating across regions and cultures.

Engineering the Future with Technology

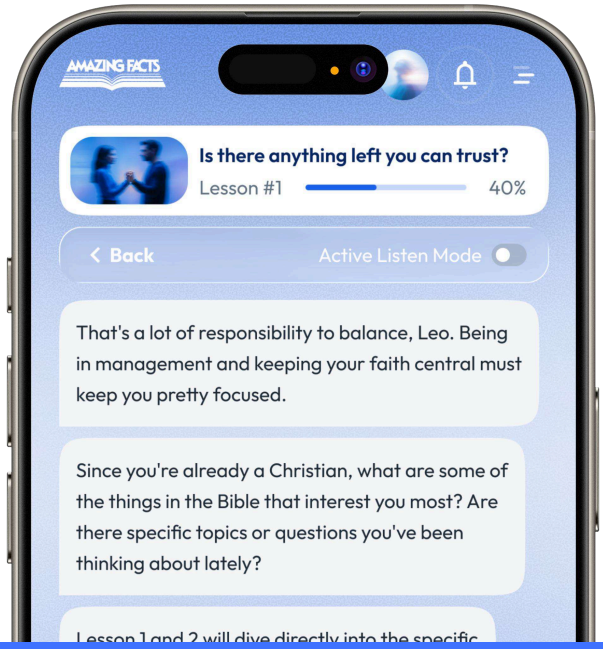
We work across education, healthcare, ministry and NFP sector, helping organisations respond to change and prepare confidently for the future. By combining sector understanding with practical technology, we create tailored solutions that strengthen operations, improve engagement and support the people and communities our clients serve.

Our Industry Expertise

Healthcare | Education | NFP | Ministry

40,000	12	23+	100%	150+
Users Of Blue Vineyard Systems	Countries	Team Members	Missional	Happy Clients

Blue Vineyard



Client: ***Amazing Facts International***

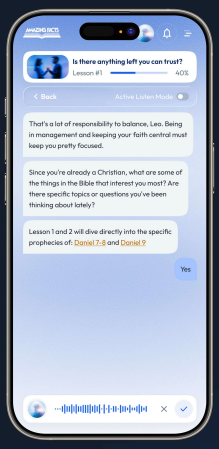
Product: ***EZRA – Bible App***

Challenge

Amazing Facts runs one of the largest Bible schools in the world, guiding around 50,000 Bible studies a year. To better engage today's learners and improve course completion, the organisation sought a more interactive and personalised digital learning experience.

Approach

Blue Vineyard's approach was to design an AI experience that teaches like a mentor rather than simply answering questions. Drawing on the team's combined expertise in technology and Bible teaching, the focus was on creating meaningful conversations that encourage learning, strengthen engagement and support – not replace – human relationships.



Solution

Blue Vineyard developed EZRA, an AI-powered Bible instructor that guides students through a 27-lesson Bible study using natural conversation. Available via voice and text across webs and mobile, EZRA adapts to each learner while seamlessly connecting students with Amazing Facts team and local churches whenever personal support is needed.



Outcome

Currently in beta, EZRA represents a new approach to digital discipleship. Blue Vineyard continues to partner with Amazing Facts International to expand the platform, with the shared goal of increasing course completion, strengthening engagement and helping more people explore faith through thoughtfully designed technology.

Visit Us:
www.bluevineyard.com

Let us help you build a future-ready organisation – Connect with us today to transform your organisation.