SAGE
LEADING THE WAY

SAGE INTERNATIONAL

ADELAIDE • AUSTRALIA

Strategic clarity. Informed decisions.

COMPANY PROFILE | 2026

Understand the risk. See the strategic implications.

When geopolitical change affects your plans, clear analysis matters. SAGE International helps government, defence and industry leaders understand uncertainty, challenge assumptions and make informed strategic decisions.

Founded in Adelaide in 2008, SAGE is an independent research and advisory organisation specialising in geopolitics, defence and international security. Led by Dr John Bruni, we connect Australian priorities with international perspectives and translate complex developments into practical insight.

HOW WE HELP

Strategic advisory

Understand how geopolitical developments affect your organisation's priorities, partnerships and operating environment.

Research & analysis

Commission focused assessments and policy research to inform planning, test assumptions and examine strategic options.

Briefings & education

Equip executives and teams with tailored briefings, lectures and discussions on defence and international security.

Speaking & dialogue

Bring informed perspectives to conferences, panels and public conversations through expert speaking and moderation.

EXPERIENCE. PERSPECTIVE. REACH.

Independent analysis grounded in professional experience

LEADERSHIP & INDUSTRY EXPERIENCE

Dr John Bruni | Founder & CEO

Dr Bruni holds a PhD from UNSW Canberra/ADFA. His experience includes service as Special Military Adviser to the Emirates Center for Strategic Studies and Research in Abu Dhabi (2006–2008), and analytical work for Jane's publications.

> **Defence industry collaboration | AirRoad, 2012**
>
> As Defence Consultant to AirRoad, Dr Bruni helped the road transport company join a consortium with Agility and BAE Systems to compete for a national defence warehousing contract.

INTERNATIONAL ENGAGEMENT

Selected speaking appearances and strategic discussions

PISM • Warsaw, Poland
May 2024

NATO Public Forum • The Hague, Netherlands
June 2025

World Governments Summit • Dubai, UAE
February 2026

THE FOCUS | OUR FLAGSHIP PODCAST

Hosted by Dr John Bruni, The Focus brings scholars, military leaders and practitioners into sustained conversations about strategy, security and political change. Guests have included Sir Lawrence Freedman, Dr Karl-Heinz Kamp and Professor Avi Loeb.

Alongside the podcast, SAGE International Briefs offer concise analysis of emerging strategic challenges and policy options.

What decision are you facing?

Discuss a tailored briefing, commissioned assessment or advisory engagement with SAGE International.

sageinternational.com.au | Adelaide, South Australia