## **Elizabeth Ann Rose Limited [Your Name] – Senior Test Manager & Transformation Consultant**

**Driving Confidence in Complex Programme Delivery Through Strategic QA Leadership**

I partner with global enterprises to lead the design and delivery of enterprise-scale testing strategies across digital transformation, regulatory compliance, and operational change. My career spans the financial services, gaming, insurance, and retail sectors — managing multi-stream programmes with complex stakeholder landscapes, high risk exposure, and stringent regulatory demands.

From test governance to stakeholder reporting, I ensure delivery is controlled, transparent, and aligned to business outcomes.

**🚀 Key Programmes Delivered**

**Global Gaming Transformation**

Led QA across a multi-year transformation programme, encompassing six strategic initiatives including regulatory compliance, customer safety (UKGC), and digital replatforming. Delivered a modernised Contact Centre solution, CRM transformation via Salesforce Marketing Cloud, and a complete rebrand across digital platforms. Introduced new governance and release processes, dramatically improving time to market and defect rates.

**Enterprise Insurance Modernisation**

Directed the QA strategy for a multinational insurance platform rollout (IDIT) across Europe, covering commercial lines, policy admin, and claims. Delivered robust governance, risk-based traceability, and full test lifecycle management across integration, migration, and UAT, enabling successful launches in the UK, Luxembourg, Germany, and Norway.

**Retail Technology & HR Modernisation**

Managed testing across Workday HR and Payroll implementations, Salesforce CRM rollouts, and legacy platform decommissioning across EMEA and North America. Oversaw functional testing for e-commerce, payments, and inventory processes. Established scalable UAT training and defect triage processes to accelerate delivery and reduce post-launch issues.

**Wealth Management Cloud Migration**

Redesigned release and incident governance during a critical cloud migration to AWS for a leading financial services firm. Improved release success rates to 98% and reduced incident outages by 95%. Partnered with risk and audit teams to implement enterprise-grade controls across the SDLC, securing regulatory confidence and operational resilience.

**Retail Banking Platform Migration**

Delivered strategic QA leadership during a multi-year core banking platform migration, managing UAT, data migration testing, and regulatory compliance for a large-scale collections and recoveries system. Drove stakeholder alignment, defect resolution, and post-go-live stability through rigorous risk-based testing frameworks.

**🧠 Strategic Capabilities**

* **QA Programme Leadership** across Digital, Data, and Infrastructure Projects
* **Regulatory Testing & Audit Readiness** in FCA, UKGC, and Insurance Regimes
* **Test Governance & Reporting** with Executive-Level Insight
* **Cross-Industry Delivery Experience**: Financial Services, Gaming, Retail, Insurance
* **Proven People Leader**, with a track record of managing distributed QA teams

**📩 Work With Me**

Whether you're leading a digital overhaul, facing regulatory scrutiny, or need assurance on a mission-critical delivery — I bring the experience, structure, and leadership to guide your programme to success.

**📧 Email:** [YourEmail@example.com]  
**📱 LinkedIn:** [Your LinkedIn URL]  
**🌐 Website:** [yourwebsite.com]