



# Aaron Eisler

Technology Executive | CIO / CTO / COO | AI & Automation

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## EXECUTIVE SUMMARY

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Technology executive with 25 years of experience leading enterprise transformation, AI strategy, and operational excellence across financial services, telecommunications, and technology sectors. Proven track record as a multi-million dollar P&L owner, integrating 11 acquired companies into unified operating models while delivering measurable EBITDA improvements. Deep expertise spanning technology strategy, digital transformation, and AI-driven innovation with demonstrated ability to translate complex technology initiatives into sustainable business value.

Known for building high-performing teams and establishing governance frameworks that balance innovation with enterprise-grade compliance. Experience ranges from founding AI-focused ventures to leading operations for ASX-listed organisations, always with hands-on technical credibility alongside strategic vision. Equally effective engaging boards and investors as leading engineering teams through complex transformations. Calm decision-maker during crisis, including cyber incidents and critical infrastructure events.

## KEY ACHIEVEMENTS

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**\$200 Million Dollar P&L Owner** — Full accountability for operations portfolio including technology investment decisions, AI initiatives, and stakeholder engagement with enterprise clients, driving 2% EBITDA improvement.

**\$12M AI Platform Builder** — Built Telstra's automation and robotics practice from scratch, creating strategy, governance framework, and commercial model delivering \$12M productivity gains across Big 4 banks.

**11-Company Integration** — Led organisation-wide transformation integrating 11 acquired companies into unified operating model with standardised data architecture, technology platforms, and governance.

**Big 4 Banking Relationships** — Served as Client CTO for CBA and won automation platform adoption across all Big 4 banks (CBA, NAB, Westpac, ANZ), demonstrating deep financial services credibility.

**Board & Executive Governance** — Chaired Architecture Review Boards, led Steering Committees, and delivered executive reporting to boards and senior stakeholders across financial services and enterprise clients.

## PROFESSIONAL EXPERIENCE

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### Principal Consultant / Founder

*Nov 2025 – Present*

#### MadeAI

Lead Consultant for Visy's \$1B Yatala Recycling project, developing an AI-powered Contract Variation Tool processing \$70M in variations annually.

Engaged by Blueseas Wholesalers to architect a voice-driven AI bot for ERP integration, enabling 24/7 ordering and reducing order latency by 15 minutes per transaction.

Providing interim executive leadership and high-impact AI consultancy to operationalise AI safely, ensuring systems are governed by design and aligned with measurable business outcomes.

Founded to support organisations in adopting responsible, secure, and simple AI workflows, bridging the gap between cutting-edge technology and practical operational reality.

### Group Executive – Operations

*Oct 2023 – Nov 2025*

#### Orro Group

Owned \$AUD200mil P&L as member of Executive Leadership Team, partnering closely with CEO, board, and investors to drive technology strategy and business growth.

Led organisation-wide AI adoption program deploying solutions for contract analysis, billing integrity, presales automation, and renewal forecasting across business units.

Drove change management strategy integrating 11 acquired companies into unified operating model with standardised data architecture and technology platforms.

Delivered 2% EBITDA improvement through technology-enabled operational transformation, directly contributing to investor returns and business value creation.

Managed regulatory compliance and cybersecurity across multi-cloud environment, ensuring governance frameworks met enterprise banking and government requirements.

Partnered with senior stakeholders including board members and enterprise clients to prioritise technology initiatives, influence strategic decisions, and secure buy-in for transformation programs.

Coordinated internal delivery teams and third-party vendors across network, cloud, cyber, and collaboration domains ensuring successful program outcomes and service quality.

### Chief Operating Officer & Chief Technology Officer

*Jul 2022 – Sep 2023*

#### AetherX

Led technology strategy and operations for venture-backed startup, building cloud-native architecture and engineering team that generated \$2M revenue within 18 months.

Established operational foundations including governance frameworks, delivery processes, and vendor management enabling rapid scale while maintaining quality standards.

Engaged directly with investors and board on technology roadmap, translating complex technical initiatives into clear strategic communications and securing funding.

Built and led cross-functional team across engineering, product, and operations, fostering culture of innovation balanced with commercial discipline and delivery focus.

Telstra

Built automation and robotics practice from scratch delivering \$12M value in year one, creating strategy, framework, commercial model, and winning Big 4 bank adoption.

Served as Chief Architect for Department of Defence and Client CTO for CBA, managing critical relationships and delivering enterprise transformation programs.

Won and delivered Australia's first Arista Software Defined Network (\$27M) for major enterprise client, demonstrating end-to-end delivery capability at scale.

Led response to cyber incidents and critical infrastructure events, demonstrating calm decision-making under pressure with clear executive communication.

Woolworths Chief Architect / Security Practice Manager

Sep 2010 – Jun 2015

NTT/Dimension Data

Progressed to Chief Architect for Australia's largest retailer, owning architecture strategy, PCI compliance, and technology roadmap.

Delivered Australia's first Cisco ACI deployment (\$1M CAPEX) achieving 25% OPEX reduction. Managed migration to multiple new data centres.

Grew account revenue 35% while maintaining margin. Chaired Architecture Review Board implementing TOGAF-based governance framework.

CORE COMPETENCIES

Strong

Technology Strategy • AI & Data Analytics • Digital Transformation • P&L Management (\$200M) • Enterprise Architecture • Board & Executive Communication • Team Leadership (100+) • Change Management

Proficient

Cloud Architecture (Azure, AWS) • Cybersecurity • M&A Integration • Regulatory Compliance • Vendor Management • Agile/DevOps • TOGAF • ITIL

EDUCATION & CERTIFICATIONS

MBA — UNSW Sydney (2014)

SAFe Product Manager — Scaled Agile (2019)

TOGAF V9.1 — The Open Group (2014)

ITIL V3 Foundations — AXELOS (2011)

KEY SKILLS

Technology Strategy	AI Strategy	P&L Management
Digital Transformation	Enterprise Architecture	Cloud Architecture
Cybersecurity	Change Management	Team Leadership
Board Communication	Vendor Management	M&A Integration
Regulatory Compliance	Agile	DevOps
TOGAF	ITIL	Data Analytics