

Alison J Yeatman

Service Delivery Manager / Platform Owner / Product Owner (D365, M365)

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Professional Summary

As a highly accomplished and influential Service Delivery/Technical Product Manager, I specialize in driving structured digital product delivery and enhancing operational functions within global environments. My extensive experience allows me to lead multi-disciplinary teams, including Developers and L2/L3 Support, ensuring we deliver complex outcomes efficiently and effectively.

I provide strategic leadership and structure, which has resulted in significant achievements such as verified cost reductions (e.g., £58,000 monthly savings) and a 30% revenue increase through premium service models. My expertise in delivery governance and process improvement ensures that our services consistently meet and exceed customer expectations.

I thrive on autonomy and initiative, bridging the gap between Product, Design, Engineering, and Client needs. My certifications in ITIL v4 and deep expertise in Agile frameworks and platform ownership (MS Dynamics 365, MS 365 Azure, and Atlassian suite) enable me to deliver exceptional value to our customers.

Due to recent changes at the Hightbourne Group, I am open to new and exciting opportunities and any career change.

Technical Knowledge

ITSM: Zendesk, Freshdesk, Freshcaller, Zoho, Halo.

ITSM: ServiceNow

Microsoft: Dynamics 365 CRM, (functional consultant level) Power Platform, Power BI reporting. M365 all products, Azure Portal Management, (AAD/Entra) Conditional Access, Data Loss Prevention. (DLP). Copilot Integrations. SharePoint.

Atlassian: Jira, Jira Service Management, Confluence Admin.

Google: Workspace (all tools)

Automated Testing: Selenium

Recent Key Achievements

Audited the second-level support team at the Hightbourne Group to recommend cost savings through task automation, resulting in a £58,000 reduction in offshore contractor expenses within the first month.

Successfully managed the migration of 20 UK private schools into the CRM Dynamics 365 platform within the Cognita portfolio. This project encompassed the integration of web forms, payment gateways, and DocuSign via Talend, thereby standardising the admissions process across all schools and reducing the need for additional full-time administrative employees.

Effectively implemented telephony services through Freshcaller and CRM Dynamics for the newly established Parent Enquiry Centre. This centralisation facilitated the handling of inquiries for the highest revenue-generating schools, leading to expedited response times for parents.

Established user groups for CRM Dynamics, delivered comprehensive product demonstrations, and conducted thorough training sessions to empower users and maximized product adoption.

headed the conception and rollout of the Premium Service at Smoothwall, a comprehensive support solution tailored to the unique needs of high-demand customers, primarily large councils. This initiative created a new revenue stream by providing a premium support offering.

Collaborated with the Operations Director at Formpipe to integrate global teams within the Support & Delivery function. Increased pipeline opportunities were generated through the implementation of best practices, centralisation of support, and strengthening of partner engagement.

Successfully project-managed the integration of Freshdesk with Dynamics 363 F&O at Formpipe, thereby streamlining processes, improving efficiency, and enhancing customer intelligence.

Additionally, introduced a live chat channel at Heart Internet, which significantly reduced ticket volume by 40% and enhanced overall customer support efficiency. Lastly, the CRM team was honoured with the 'Best Team in Global APPS' award for our outstanding performance.

September 2024 - Present - Highbourne Group - Head of Platform Operations Manager/Product Owner. Hired to bring Second Level (L2) support back in-house for the Highbourne Group to reduce costs, improve service, and enhance escalation team performance. My team consists of 8 L2 Engineers, 4 Front-end Developers, and 2 Back-end Developers.

Responsibilities

Audited current ways of working to recommend cost savings without impacting service. Automated daily tasks, saving 2 hours per day. Recruited and trained an in-house team to eliminate the need for contractors.

Devised a roadmap for cost-cutting, technical debt elimination and phasing out contractors, redesigned the on-call offering, and transitioned to a 24/7 follow-the-sun model.

Managed cross-training between departments to encourage knowledge sharing. Redesigned major incident (P1, P2) management processes. Implemented processes to ensure the production platform is production-ready (testing, alerting, and documentation) before going live.

Successfully Project managed the Digital Till project for 346 stores in the UK, overseeing Hypercare and liaising with customers, and 3rd party vendors and users.

Member of the Leadership Team, contributing to improvements in Ways of Working, IT project organisation, an overhaul of ServiceNow and Jira, and advice on Agile practices.

September 2022 September 2024 - Cognita Schools CRM Dynamics 365 Global Platform Manager/Product Owner
Reported to the Global Director of Applications and held sole responsibility for the management of Dynamics 365 CRM and marketing modules used by Cognita's approximately 360 global schools.

Responsibilities

Headed the CRM Support and Development Team (15 people), working within an Agile framework, managing Epics, User Stories, and monthly releases.

Owned requirements gathering for onboarding new schools onto the platform. Managed CRM budgets (license costs, storage, staff costs).

Led Problem Management, analysing issue trends and managing corrective actions. Oversaw training for inexperienced users, developing courses and materials.

Handled Product Owner responsibilities during recruitment, including UAT testing, plans, release notes, and decision-making for the product roadmap and user stories. Managed the onboarding of newly acquired schools to Dynamics (costings, project management, sprint management, requirements capture).

Conducted regular Service Delivery meetings with Vendors, stakeholders, and Clients to ensure SLA adherence.

Managed the CRM Roadmap, budgets, and product vision. Owner of the Skills Matrix, upskilling teams as necessary. Ensured internal and external user knowledge bases were up to date. Served as escalation point for Stakeholders on ongoing issues and escalated call drivers impacting ticket numbers.

Part of my role as Major Incident Manager for the CRM, setting up War Rooms, containment, and Root Cause Analysis (RCA).

System Administrator of Microsoft Admin Centre, Azure AAD, Power Platform for Dynamics CRM license usage and disk space monitoring, tenant polices and System Administrator of LinkedIn Learning for all internal Staff.

Jan 2022 - September 2022 – Metalogic - Head of Customer Support (Internal IT, Contract) Hired as an industry expert to advise and modernize Jonas Software's systems for Support, Delivery, CRM, and Professional Services, and to overhaul processes and procedures.

Responsibilities

Unified three remote teams into one global team (two separate UK Teams/US Teams). Implemented Change Control, Incident Management, and Root Cause Analysis processes.

Made recommendations for business improvements and planned execution of findings, including Service Delivery Management, Support Services, and Professional Services.

Gathered business requirements for implementing One Zoho CRM, building workflows for support/product, and development. Made recommendations for improvements to client relationships and processes to maintain momentum in client meetings.

Led the Implementation Team for all business processes: Change Control, Problem Management, and Incident Management. Visited clients to regain trust and adoption of the Metalogic Software offering.

November 2020 - Jan 2022 – Smoothwall Ltd – (Education Software) Head of Premium Service. Headed up a team of Linux L2 Engineers.

Responsibilities

Designed and implemented a Premium Service Delivery Strategy for Smoothwall's top twenty customers (large City Councils). Built and hired a Premium Team, including extensive technical training induction.

Led improvement processes/strategies for Smoothwall's overall Support offering. Led major incidents, facilitating and chairing all investigation activities, meetings, and conference calls. Formed collaborative action plans with specific actions, roles, and deadlines, ensuring completion. Implemented an Agile Methodology for the team.

Owned the implementation and scaling of the Problem Management Process, involving cultural and process change.

Worked closely with Heads of Product to devise seamless solutions for Support Teams to report and flag bugs/customer issues quickly and effectively. Project managed new installations for existing premium clients.

Owned the Onboarding Process from pre-sales to service using Churn Zero for process flows. Owned client issues and upsold other services.

Developed/drove Service Review meetings to ensure Premium Service delivery adhered to internal and external SLAs. Owned the Incident, Change Request, and Escalation Process (internal and external). Produced meaningful reports for service/product improvements (CAPA Lead).

July 2017 – November 2020 - Formpipe Life Science Software - Head of Technical Support/Delivery Nordic, UK, and the US Headed the Technical Support Function at Formpipe, leading teams to collaborate with clients across all product suites (over 10,000 customers, including partners). Products included AX Dynamics 2012, Dynamics 365 Finance and Operation Module (ERP), eQMS (Electronic Quality Management System), and SharePoint-based products.

Responsibilities

Drove Technical Knowledge Sharing for partners and internal staff. Managed a process for complaint resolution from all channels (Facebook, Twitter, etc.).

Drove culture changes across the business (4 Disciplines of Execution methodology). Part of the Operations Team, overseeing the entire customer journey from purchase to go-live.

Implemented User Groups for all Products and feedback forums. Attended user groups as the face of Formpipe. Part of the Steering Groups for all products as the voice of the customer (Customer Success).

Evaluated existing processes to identify bottlenecks and streamline processes, resulting in increased productivity (eliminating duplicate or unnecessary work).

Improved the project delivery process, Best Practice documents, and standardized working methods with consistent delivery methodologies. Implemented a new performance management process (delivering workshops).

Collaborated with relevant Stakeholders to improve the overall business bottom line (Partners, Developers, Product Owners).

Conducted regular face-to-face meetings with high-value partners (escalation point for high-value Partners in UK, Denmark, US, and Sweden).

Feb 2015 – July 2017 - ERT Nottingham - Head of Technical Support (Teams in the UK, US & AUS) Managed technical teams across the UK, US, and Australia. Migrated service to the Nottingham office, supporting Mobile Technology for Clinical Research (specialising in mobile apps).

Responsibilities

Applied Agile methodologies to identify Development issues and resolve outstanding matters. Established performance reports in Zendesk and transferred priority issues to Jira for urgent resolution.

Achieved acknowledged improvements in service within 6 months from clients.

Implemented Customer self-service/Live Chat, improving customer satisfaction and increasing pipeline. Developed a strategy to improve operations in Support, Logistics, and Project Management.

Part of the Extended Management Team with a remit to improve all aspects of the business and drive change.

September 2008 - Feb 2015 - Heart Internet - Head of Customer Support (Now GoDaddy) Hired to elevate this start-up's customer support to the next level. Headed the Support function for Heart Internet, growing the team from 7 to 40.

Responsibilities

Implemented Change Control/Problem and Incident Management across the business. Deputised for the owners, making business decisions in their absence.

The team consisted of 40 full-time employees (FTEs), comprising 4 team managers, 6 second-line staff, and 6 senior first-line staff.

The department managed multi-channel customer contact: email, telephone, tickets, Live Chat, and social media. Designed an automated reporting system to deliver all performance metrics every morning.

Following the merger with Web Fusion, set up a new 123-Reg team to integrate the support function.

Managed the launch of VPS servers and migrations of Resellers to the HI Platform. Project work included setting up NPS performance measures and developing a new Live Chat system. Conducted ad hoc project management and data analytics to improve customer experience.

Changed shift patterns to better fit business needs and increase customer reach. Developed training material for new and existing staff.

Part of the Extended Operations Team for the business, taking ownership of the business scorecard.

Education

Nottingham University: BA (Hons) Degree in Social Policy & Administration, 2:1 (History, Research methods, statistics) Arnold & Carlton College: 2 A Levels, 5 GCSE'S

Ongoing learning: Dynamics 365 CRM/marketing Modules (Microsoft Fundamentals Functional Consultant) AZ900 Azure Fundamentals.

Certifications: ITIL v4 Foundation Certification