**JOHN JOSEPH CAMILLERI**

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**PROFILE**

I have successfully completed a marketing degree with distinction**, an Associate Diploma in Ausion Visual Engineering, Certificate in Agile Excellence for Product Managers at** [**Brainmates**](https://www.brainmates.com.au/) and have over 10 years experience in Product Manager roles in the services industry with large, reputable organisations, including Telstra (mobiles), RACV, Australia Post, realestate.com.au, Transurban, Olympus Medical, PMP Digital and Konekt, World Vision and Vision Australia.

I have extensive experience in developing the product and **go to market strategies** for IT based products

Highly skilled in:

|  |  |  |
| --- | --- | --- |
| * Product Manager | * Developing product plans | * Product lifecycle mgmt |
| * Market research & data analysis | * Pricing Strategies | * Campaign management |
| * Agile Development Methodology | * Channel Management | * Online product mgmt |
| * Managing cross-functional teams | * R/ship mgmt – int/external | * Reporting & forecasting |
| * Managing P&L & financial modelling | * Budgeting | * Sales support & education |
| * Word, excel, powerpoint, visio, project | * Project team leader | * Communication skills |
| * Managing external agencies | * End to end processes | * Stakeholder management |

## PROFESSIONAL EXPERIENCE

**Vision Australia Sept 2017 - Present**

Senior Project Manager – Contract

* Project Managed Digital Projects for the Business Transformation Team
* Project Managed migration of web platform from Sitefinity to Drupal
* Managed cross functional teams (IT, sales, customer service, legals, channels, products, marketing) to launch new digital products
* Project managed apps and web applications, including complex integration with Salesforce, Netsuite, Okta, MS Dynamics and Stripe (Payment gateway)
* Project managed agile development teams in Vietnam

**World Vision March 2017 – July 2017**

Marketing Program Manager

* Program reporting
* Planning, monitoring and controlling programs
* Program tracking and scheduling
* Managing Risks and Issues
* Managed governance of teams
* Liaised with Marketing Department to create 12mth Marketing Calendar of activities
* Developed end to end process map for current and future state for Marketing and Digital Operations
* Set up Marketing Kanban Wall to track program of work
* Tracked progress of Marketing and digital/Product projects

**Telstra March 2014 – Feb 2017**

Project Manager – Marketing Operations – Business Enterprise & Govt

* Project managed **Digital Programme** for Telstra’s largest event including – Developing the event **Mobile App** – IOS/Android, website, eDM campaigns
* Agile experience
* Vendor management – Imagination, eTouches, Oracle
* Developing Project Plans for business initiatives and delivering to time and budget against key milestones
* Developing and managing project scope
* Excellent communication skills
* Managing virtual cross functional teams
* Driving projects through the formal G&A (governance & approval) process
* Risk and issue management and mitigation
* Strong understanding of Project Management methodology
* Excellent understanding of Software Development Lifecycle (SDLC)

**Konekt June 2012 – March 2014**

Product and Business Efficiency Manager

Konekt is a publicly listed Australian company and the largest private sector provider of organisational health and risk management solutions.

The Product and Business Efficiency Manager role is responsible for defining and developing products and ensuring the operational performance is optimised through streamlined processes and systems and staff are trained on product features and benefits.

In addition, a key responsibility is the development/enhancement of products by presenting idea packs, business cases, including financial and technical feasibility and defining business requirements and managing the product through the SDLC. Forecasting and pricing utilising financial modelling and Product Lifecycle Management are also integral to the role.

Key Achievements:

* Developed and launched **JobScreen** – the industry leading **cloud based** program to manage pre-employment medical assessments completely online, utilising powerful algorithms to interpret results and produce reports.
* Developed and streamlined the online referral system and integrated this into the Case Management System.
* Developed a suite of Ergonomic products / services based on feedback from customers and the Sales team
* Developed the Customer Engagement Process and all support documentation for Sales, from initial contact, product assessment, contract signing and onboarding to relevant systems. This also included the training of all staff on the new process.

**Origin Energy - Contract** Sept 2011 – March 2012

Product Development & Planning Manager

A member of the Product Management Team, responsible for developing the Product Development process and implementing it in SharePoint and driving the execution of Product Development initiatives.

**Achievements:**

* Managed the programme of work for Retail for Project Herald – 15+ product projects
* Developed and set up fortnightly reporting
* Ensuring product development and process compliance for the Retail Marketing division

**PMP Digital (Pre-media) - Contract Jul 2010 – Sept 2011**

Product Strategy Manager

The Product Strategy Manager role is to develop product and business strategies for PMP Digital. This involves working cross-functionally with marketing, finance, IT and legals to develop a strategy based on customer research, potential revenue, cost models, ROI, margins, demand scenarios and developing sustainable competitive advantage.

The key accountabilities include:

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| --- | --- |
| * end to end product and marketing strategy | * fostering internal /external relationships |
| * analysing market research to develop product strategies | * gaining buy in and sign off from senior mgmt |
| * developing business case scenarios | * P&L management & maximisation |
| * developing financial models – cost & revenue models, ROI, margins | * Training sales staff & customer service on new products |

**Achievements:**

* Developed PMP Digital’s 5 year Packaging Strategy, involving an acquisition
* Developed the 2D & 3D image rendering product strategy
* Developed the DMarketer (Marketing workflow automation software program) Product Strategy and product development roadmap

**Olympus (Medical Division) Oct 2008 – Jun 2010**

Product Manager - Endotherapy

The Product Manager role is to develop and implement national launch strategies for new products, increase usage of existing products and to manage below the line campaigns to target specific segments.

The key accountabilities include:

|  |  |
| --- | --- |
| * end to end product and marketing strategy | * fostering internal /external relationships |
| * analysing market research to develop product launch plans | * forecasting sales and stock levels |
| * developing business cases | * budgeting |
| * gaining buy in and sign off from senior mgmt | * P&L management & maximisation |
| * Developing & implementing campaigns to drive market share growth | * Training sales staff & customer service on new products |

**Achievements:**

* Developed the first product catalogue in 4 years with over 800 products for sales representatives and customers
* Launched 8 below the line targeted campaigns to increase sales by a minimum of 20% per product category per campaign
* Re-launched the loyalty program called Endobank with additional features and benefits to meet customer needs.
* Increased overall sales growth by 25% in 12mths and was the only division to achieve budget throughout the global financial crisis.

**Transurban (CityLink**) **Aug 2005 – Oct 2008**

Value Added Services Product Manager Dec 2006 – Oct 2008

Appointed to a newly created role to increase competitive advantage for Transurban and maintain the retention of customers by developing and managing products that provide differentiation and add value to customers.

The key accountabilities included:

|  |  |
| --- | --- |
| * end to end product and marketing strategy | * fostering internal /external relationships |
| * analysing market research | * Forecasting |
| * developing business cases | * Budgeting |
| * gaining buy in and sign off from senior mgmt | * P&L management |
| * Working through the SDLC | * executing marketing plans in conjunction with Marketing Communications |

**Achievements:**

* As a member of the CityLink PLUS project team, created and implemented an innovative, new **cashless parking** product at Melbourne Airport and Federation Square that saved time for 3,000 customers as at August 08, reduced queues and gained competitive advantage for Transurban.
* As a member of the project team in conjunction with Origin, created and developed an **on line carbon offset product called Greenpath** that has resulted in over 1 million kilometres of travel being offset. Negotiated and signed the contract to resell Greenpath through a Fleet company to over 12,000 vehicles via salary packaging.
* In conjunction with a third party developer, DWS, created and implemented an **invoice management software application** called TIM (Transurban Invoice Manager) for over 3,000 business customers. The application allows business customers who receive electronic invoices to upload the invoice and export the data into Excel

Product & Channels Specialist August 2005 – Dec 2006

The Products and Channels Specialist role was to develop new and enhance existing products and channels to market to maximise profit, reduce costs and meet customer needs. The key channels to market include customer service, sales, web and 3rd party channels utilising interactive kiosks.

The key accountabilities included:

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| --- | --- |
| * Product and Channel roadmap and strategy | * develop cost effective channels to market |
| * increasing efficiencies for payment channels | * conducting market research |
| * managing cross functional project teams - internal and external | * end to end process re-engineering to increase efficiencies |
| * analysing market research | * developing business cases |

**Achievements**:

* In conjunction with Coles Myer and the Touch Corporation and an internal project management team, developed a **new payment channel to market** via interactive kiosks in over 200 Coles Express stores.
* Streamlined customer service processes between Transurban and third parties that resulted in a **20% reduction in time frame to resolve issues**.
* In consultation with the web development team developed a **product selector tool** for the web that enabled customers to choose the right product via a simplified front end interface that asked a series of questions and used the process of elimination to choose the most appropriate product for the customer.

**realestate.com.au Dec 2003 – July 2005**

Senior Product Manager

The Senior Product Manager role was to develop new and enhance existing online classified products to maximise profits and meet the needs of real estate agents and customers uploading houses to the web. The products are purchased by real estate agents via sales staff and on line. I was responsible for two Product Managers who reported to me who looked after the residential and commercial markets.

The key accountabilities included:

|  |  |
| --- | --- |
| * creating new products from idea to launch for SME’s | * analysing market research to determine product requirements |
| * enhancing existing products | * writing business cases including financials and objectives |
| * managing cross-functional project teams including: sales, customer service, IT, marketing, finance, legals | * forecasting product sales & providing sales support – training and education to sales staff |
| * managing two staff | * competitor analysis of current product set to ensure product differentiation |
|  |  |

**Achievements:**

* Created and innovative, new product called **Property of the Week** which is a guaranteed top spot in classifieds when advertising on the web. Sales exceeded the business case by 25% and the product was a major success. The training of sales staff on the new product and its features and benefits was a key component of the launch strategy.
* **Enhanced an existing membership product** for large corporate real estate businesses that was instrumental in the signing up of top corporate customers. The key change was product bundling and pricing for bulk purchases of the online product suite.
* In conjunction with the cross functional team, enhanced an online product called **Featured Property** by changing the business rules on listing and ordering of search results and the price when purchasing more than one online product. The change increased profitability of the product by 40%.

**Telstra – Consumer & Marketing – Mobiles April 2000– Dec 2003**

Product Manager / Project Manager

Appointed to create and implement innovative, new products for the Telstra mobiles department to generate a new revenue stream, via data products, to counteract the rapidly declining revenues from voice due to increased competition. The products developed were ground breaking and an Australian first, which set the scene for mobile data for the next decade.

The key accountabilities included:

|  |  |
| --- | --- |
| * Develop & launch new mobile data products | * Communication to senior management |
| * Develop the product and pricing strategy | * Project management |
| * End to end processes management | * Managed through Telstra’s SDLC process |
| * Marketing & communication plans | * Sales training & education |
| * Team motivation/people management – up to 20 members of the launch team from cross functional business units. | * Channel Marketing – Identified the most appropriate channel to market |
| * Partnered Mktg Programs - Develop innovative co-op and partnered mktg opportunities with Coke, councils & banks | * Managed external/internal relationships – Managed negotiations with Coke, Councils, banks, merchants and internal stakeholders |

**Achievements:**

* **PocketNews subscription** and **PocketNews On Demand**, including the web interface for self -activation and activation via customer service – Dec 2000. 2 Million messages per month. This was Australia’s first convergent website where the mobile meets the internet.
* **PocketNews SIM** Australia wide, including a new charging model for SIM cards to reduce costs. Generates 1.5M messages p/mth and saves $1.2M pa
* Australia’s first **m-Commerce** product –Apr 2001 - **Dial a Coke**. Very successful. Over 25,000 bottles sold via mobile phone. Surpassed targets by 25%
* **SMS Millionaire** Aug 2001, Australia’s first SMS Game. Generated 2 Mill msgs in first 2 mths. Surpassed targets by 20%
* **Mobile EFTPOS** with all major banks in Apr 2002.
* **m-Commerce Parking** in Mel & Syd in June & Sept 2002 – Australia’s first m-Commerce parking. In excess of 6,000 transactions. Surpassed targets by 14%
* **Premium SMS –** April 2003, enables 3rd parties to utilise the Telstra bill for premium SMS services such as games, competition, voting etc.. eg Australian Idol voting

**EDUCATION**

**AGILE EXCELLENCE FOR PRODUCT MANAGERS**

Brain Mates

**BACHELOR OF BUSINESS IN MARKETING WITH DISTINCTION**

RMIT (studied part time)

**ASSOC. DIPLOMA ENGINEERING**

**AUDIO-VISUAL TECHNOLOGY**

RMIT

**XAVIER COLLEGE**

Year 12 successfully completed