|  |  |
| --- | --- |
| Low Augustine | |
| Summary:   * Technology leader with 15 years proven experience in driving Digital Transformation for multiple consumer brands, creating entirely new revenue streams where there was little/no digital presence to profitable success. Excelled at the confluence of business and technology, able to mobilise resources, vendors and stakeholders to achieve digital goals in customer engagements, conversions, revenue and operational efficiency. * Proven commercial acumen - led teams to push innovative agendas and boundaries to be 2 steps ahead of competition, and achieved success with The Michelin Guide, Danone, Banyan Tree, and Courts. Most recent experience at Robert Parker Wine Advocate was to successfully build The Michelin Guide to profitable business within 3 years in Singapore and Hong Kong. Also managed several projects for Singtel when at Ogilvy, including MioStadium portal and Dash. * Strong technical background, able to set practices, frameworks and standards, across a wide array of platforms across Web, Mobile, Payments and Cloud Infrastructure through Agile. Managed complex technical projects coordinated across the globe for the Michelin Guide under a tight budget. Demonstrated success in managing the entire digital development life cycle including conceptualization, design, implementation and execution. * Worked effectively across Asia with multiple stakeholders including Vendors, Business Partners, Engineering teams and C-suite leaders. Built and managed cross-functional and cross-border teams of up to 120 people; mentored and coached for high-performance, with a strong philosophy of continuous improvement. Known for consultative and flexible style of leadership and communications that gets the team closer to the goalposts rapidly. * I enjoy making professional acquaintances, if you would like to talk technology or growth hacking do reach out to me. | |
| Personal details Nationality Singaporean Location Singapore Languages English, Mandarin & French Stanton House Contact Name Laura Taylor | Education & Qualifications BSc Computing 2000 – 2003: NUS, SG |

Employment History

Currently doing freelance work for one of the biggest Wine company helping them to start Building sales platform on Ecommerce space .

Robert Parker Wine Advocate

Director of Digital Services

Apr 2015 – April 2020

* Help to transform a 40 year old publishing business into a dynamic digital business with high customer engagement through digital processes over 3 years. Helped to create new lines of business like advertising and sponsorship to increase the revenues of the company over 3x during the time I was there
* Built a strong digital team comprising of, uiux, product managers, project managers, digital architects, software ninjas and lead the development of the guide.michelin.com site to what it is today

OgilvyOne Worldwide, SG

Jun 2012 – Apr 2017

Head of Technology (Jul 2014 – Apr 2017)

* Manage the Ogilvy Singapore technology devision, covering diverse mix of technologists, solution architects, technology consultants and developers
* Reports directly to the Managing Director
* Broker partnerships with key local vendors for Systems, Software Integration and application services
* Lead the technology consultancy practice in transforming the underlying digital properties in line with the marketing strategy
* Worked closely with local tertiary institutions like Singapore Institute of Technology for pushing engineering and computer science education as a driver for future growth in Singapore’s economy
* Build industry ties to push the impact of digital marketing at industry conferences eg. Mobile Marketing Conference 2013

Director of Solutions (Jun 2012 – Jul 2014)

* Operate across different disciplines UX, Creative, Data, Accounts, Project Management in OgilvyOne to meet project objectives, through encouraging close inter-disciplinary working relationships
* Managed, coach and train a team of developers, reports directly to the CTO
* rovide technology consultancy services for OgilvyOne's clients, with an aim to leverage the best technology, discipline or partners to solve business challenges
* Identify key technology growth areas, gaps and opportunities to create products, services & processes to meet these demands e.g. maintenance SLA to complement platform builds, AWS consulting service packages, monetized sprints and integrated developer operations.
* Manage and grow partner relationships, including the creation of common lead pool cultivation, generalized pre-qualification framework, unified capabilities mapping that mutually benefit partners and OgilvyOne
* Provided training and coaching across various teams to integrate into developer operations.

Tribal DDB, SG

Lead Technologist

Jun 2009 – May 2012

* Lead and built a team of developers from 2 to 30 pax, including hiring, mentoring, establishment of performance culture and development of agile practice
* Was the go-between for creative(s), project managers and developers on scope and profitability
* Lead RFP responses for managed services and platform implementations
* Hands-on developed, setup, maintained builds of the projects indicated below inclusive of campaign microsite

CPM Solutions

Team Lead

Jun 2006 – May 2009

* Worked with and managed a team of 5 developers
* Developed and built CRM systems in the healthcare space, mainly to deal with outpatient clinics
* Performed ETL works for clinics onto the HMP electronic medical records

Projects

Singtel Main Site (Jun 2012 – To Date)

* Was responsible for organizing the team for continued content updates and modification to the site for marketing campaign related works

Michelin Guide Global Site (Jan 2016)

* Drove the creation of the first 3 iterations of the global guide.michelin.com, starting from the singapore only site to including hk macau and the rest of the world

Robert Parker main site revamp (Jan 2015)

* Drove the revamp of this main business site, digitally transformed an aging 15 year old site into a data driven site of the web2.0 era in a space of 6months. Implemented modern devops to update and maintain the site

Banyan Tree main site (Jan 2014)

* Technical Program Director, established developer operations and ensuring delivery through agile practices

Danone Regional CRM Program (Jun 2013)

* Lead the build and roll out of the regional danone digital properties spanning 7 countries including, Singapore, vietnam, malaysia, thailand, indonesia, Hongkong, New Zealand

Geodis Wilson Global Sales Configurator (Jul 2012)

* Architected the phase 2 modification of the Geodis Wilson sales configurator toolkit. Including the integration into their existing CRM platform to augment it's current features

Prudential Regional Sites build (Jan 2012)

* Creation and rollout of a set of sites for the region
* Based of a master slave configuration across varied local systems and infrastructure

Courts Ecommerce Site (Jun 2011 – Dec 2011)

* Lead the team to build and revamp this digital property, with a heavily updated frontend fronting an older commerce platform. Did the integration to the ERP system

Changi Airport & Changi Airport Group main site (Mar 2010 – Nov 2010)

* Migration and revamp of the old change airport group site onto a new CMS; and build and deployment of the new and current change airport site in existence

Volkswagen Singapore Site Maintenance (Oct 2010)

* Responsible for content updates and modifying the site to match campaign objectives

Exxon Moil SG & MY site (Apr 2010)

* Providing updates to the content to match marketing objectives

Certifications / Recognitions

* Unica Campaign Technical Mastery

Prometrics

Credential ID SR9158239