**Tracey Rebello**

A dynamic professional with over 20 years of challenging top-tier Technology/Business change delivery experience. Optimising Business/IT strategy and translating strategy into reality with a combined knowledge of technology along with a high level of business acumen, entrepreneurial flair and strong people skills. Expertise in working on: Digital and new technology, innovation, integration, change management, post mergers & acquisitions, bancassurance and strategic alignment globally. Delivery focused individual, offering significant strategic management experience with a history of delivering complex international projects on time, on budget (many even under budget). Currently seeking a position where skill set can be utilised to full potential.

# KEY ACHIEVEMENTS

* Successfully delivered Digital Integration Bancassurance Regional Program between Standard Chartered Bank and Prudential Corporation Asia. Month on Month revenue for SCB and Sales Volumes doubled for Prudential Corporation Asia due cross / upsell.
* Collaboration with an A Team- delivered Adobe content management system and an online web interface solution to 16 countries within twelve months,
* Delivered 3 strategic oneworld alliance projects at Cathay Pacific on time and under budget.
* Delivered 2 Post Merger Integration Projects for Day 1 Thomson Reuters Integration.
* Project Managed projects over multiple sites delivering three software releases within 6 months, enhancing system functionality and increasing usage by 30%.
* Spearheaded the delivery of 3rd party vendor software with new hardware platform balance, margin improvement of £100k. Setting up CRM Siebel analytics training environment and development environment for Siebel EIM Data Jobs, Informatics’ IDQ and Data Quality Reporting using Siebel Analytics with margin improvement of £79k.
* Lead the integration and consolidation of three Knowledge Management systems from Lotus Notes platform to Oracle platform, incorporating open innovation and business process reengineering. Improving responsiveness, reducing maintenance cost by 60% and increasing potential to service Customer base from 3,000 to 12,000 globally.
* Championed the implementation and integration of 'My Vodafone Internet' and WAP data project into CRM Data Warehouse, delivering in 3 months. Increasing strategic planning for business (Marketing & Finance), targeting and marketing to Wireless Internet Customers
* Capitalised on new technology directions in support of evolving business needs i.e. combination of Wireless Technology and Internet technology. Increasing productivity and profitability by improving customer loyalty, increased revenues and lowering marketing costs by attracting new customers and retaining loyal customers.

**EMPLOYMENT HISTORY**

**Manulife Regional - Singapore**

# VP, Regional Digital Initiatives, Asia July 2019 to Date

* Leading and shaping the digital end to end customer experience for over 10 million Manulife customers in ASIA.
* Driving deliberate, disciplined design, delivery of experiences and defining CX success metrics, digital take up and measurements for ROI.
* Transforming and leveraging cross country initiatives,, shaping customer end points and driving digital improvements, operational efficiencies and reducing operational costs / ROI.
* Working on delivering marketing functionality at scale, leveraging internal & external tools & partnerships. Collaborating with Country LBU’s to see through the execution of digital transformation. Working closely with business, technology, and third party vendors, and managing an ever evolving roadmap.

**Prudential Asia Oct 2016 to Jul 2019**

# Prudential – Singapore Platform Owner – Digital Sep 2018 to Jul 2019

* Working with Agile development processes to deliver enhanced customer experience, new capabilities, features, brand consistency and functionality for Prudential Digital Distribution and Sales Platform
* Leading a highly effective and collaborative team to build and launch POS Digital Distribution Platform and Products.
* Ensuing smooth operations for all Digital tools and application.
* Planning and define timelines and success criteria, as well as building the product backlog and roadmap.
* Partnering with Business, Technology and Infrastructure teams to deliver the capability features and platform enhancements.

# Prudential Corporation Asia – Hong Kong Regional Program Director – Digital (Contractor) Oct 2016 to Sep 2018

* Lead the Program delivery of Regional Bancassurance between Prudential and Standard Chartered Bank, responsible for integration, roadmap development and execution, coordinating with workgroups within Prudential and Standard Chartered bank on interconnected initiatives and delivery.
* Ensured the initiative work streams are effectively defined, planned and aligned to the overall programme. Manage a multi-disciplinary & cross-functional, cross organisation teams to achieve common goals collaboratively
* Managed changes in initiative direction, scope, costs and timing and develop business case to secure regional funding
* Work closely with Business Units, keeping them informed of regional activities in a timely manner
* Defined, implement and manage the programme governance to ensure effective reporting and communication
* Ensure all initiative level risks and issues are understood, documented & addressed to reach a positive outcome

# AIA – Hong Kong Oct 2015 to Sep 2016 Senior Program Manager – Digital (Contractor)

* Driven transformational changes in close collaboration with an A Team a Content Management system - digital platform for 16 countries within the region in a time frame of twelve months.
* Delivered the overall initiative, structure, strategy and approach, including the plan and interdependencies and critical success factors.
* Worked in a highly collaborative ways and empowered countries within the region delivered effectively.

# HSBC – Hong Kong Digital Program Manager (Contractor) Oct 2014 to Oct 2015

* Delivered the strategy on a responsive design UI/UX for Global Single Platform (GSP) program for HSBC transactional banking. The GSP program itself delivers a single platform for all customer interaction (web, tablet, mobile) across retail banking and wealth management. Technology environment includes Java, JavaScript, Dojo, HTML5, and CSS 3.0.

# Cathay Pacific - Hong Kong May 2012 to Oct 2014 Development Lead (Revenue, Product, Sales and Marketing)

* Delivered three strategic oneworld alliance projects on time and under budget Brazil TAM, American

Airlines US airways and Sri Lankan Airways and interline partnership project between Cathay Pacific and Air New Zealand

* Delivered customer feedback and complaint systems (CFSC) replacing legacy system with Salesforce.com and several releases for Revenue, Product, Sales and Marketing.
* Collaborated with numerous IT /Business stakeholders, vendors, oneworld governance and airline partners regional to achieve business competitive advantage on time for ROI.

# Thomson Reuters - London Jun 2011 to Dec 2011 Senior Project Manager (Contractor)

* Delivered a programme of significant projects such as Westlaw UK –UI & search, Lawtel Shibboleth and 2011 enhancements, Litigations forms, Global Shared Mobile Applications, Mobile and tablet optimisation. Projects consisted of both Agile and Waterfall development with multiple phases, large international virtual teams, external suppliers, over 30 resources
* Supported the business owners in feasibility assessment, analysis, costing and prioritisation of new requirements and enhancements to products and services.
* Stakeholder relationship management, facilitating, communicating and negotiation as appropriate through project lifecycle.
* Production and maintenance of project documentation, with particular emphasis on: Business cases, Project management and financial reporting along with Quality plan, Project plan, Risks, issues logs and post implementation reviews.
* Produced a Global Mobile Application Strategy- Business Case for 2012 scope of work.

# Lloyds Banking Group- London Mar 2010 to Mar 2011 Project Manager (Contractor)

* Provided synergies and delivered for Finance and Sales Management, consolidating CRM&MI reporting platform for both heritage Lloyds and HBOS within the Trading and Treasury arena for wholesale banking. Responsibilities include analysing, documenting, prioritizing business/ functional requirements, workflow design, functional/logical architecture gap analysis, data modelling, complex business process models and accurately reconciling Trades of 5.2m from 2010, 2009 and 2008, representing £1.675bn in income and commissions. Delivered 150 core online business reports across teams, in a new integrated platform eliminated manual intervention.
* Delivered a new static data management web application (CRISTAL) to manage client, product, salesperson, relationship manager, business development manager, P&L and Trades management, this tool provides invaluable insight in deepening client relationships and expanding Lloyds Banking client footprint along with enhancing business decisions. CRM&MI project was delivered through strong collaboration between, S&DS – Sales Management Finance, Operations, Client, Sales & Research Technology, Operations Technology, Infrastructure Technology, IT Control.

# Cable and Wireless - London May 2009 to Mar 2010 Project Manager (Contractor)

* Cable and Wireless Portal and B2B Portal Project. Responsibilities included building relationships across clients, technical and design teams. Production of key Project documentation and requirements. Logging support development and test activities as part of project lifecycle work.
* Managed change control procedure, gaining agreement for revisions to the project. Identifying, assessing, managing and minimizing project risks and issues. Project documentation and producing regular management reports to Senior Management.

# Thomson Reuters - London Apr 2004 to May 2009 Project Manager (Contractor)

* Delivered Single Sign on along with CRM Sales for and Siebel integration to support Sales post-merger Thomson Reuters.
* Delivered 2 Post Merger Integration Projects for Day 1, Knowledge Management Platform roll out to Thomson Users and Delivered the Top 500 Accounts Customer Master mapping Tool for Finance and Sales Reporting in complex and geographically diverse organisations to time, quality and budget.
* Implemented 3rd party vendor Informatica IDQ software with new hardware platform, margin improvement of £100k. Set up CRM Siebel analytics training and development environment for Siebel EIM Data Jobs, Informatica’s IDQ and Siebel Analytics with margin improvement of £79k.
* Lead all phases of project from justification through completion. Tracked project dependencies, mitigating risks and managing issues and contention managed effectively to completion.
* Provided effective leadership to project teams (10-20) and to managers/ stakeholders at various levels in varied functional groups internationally, ensuring team members are motivated and developing skills and experience.
* Worked with Reuters Global Business Sales, Finance, Client Training, IT, Legal, Reuters Partners (IBM Development, Fujitsu Operations and Support and Allied Testing) and vendors in multiple locations facilitating workshops, presentations, identifying gaps, defining business case, project scoping, solution definition, coordinating alpha/beta testing of new products/versions with country contacts and customers globally dispersed to business specifications.
* Managed change control procedure, controlled project costs, timescales and resources. Provided project estimation, to provide costs, timescales and resource requirements for the successful completion of each project to be estimated.

# News Corp - London Jun 2003 to Apr 2004 Operations Manager (Contractor)

* Managing operations of Billing Team of 10, ensuring all IT operations and day-to-day processes successful. Raising major issues and risks with IT Directors and Senior Managers.
* Ensuring compilation and analyses of billing data, identifying and plotting stats trends. Encompassing APIs and Back end schemas and designing configuration of new implementations and migrations.

# Lend Lease - Sydney Jun 2001 to Mar 2003 IT Business Consultant – Global IT

* IT Business Consultant leading global teams analysed and evaluated regional and sector strategies and business plans and budgetary and staffing resource implications. Key Projects include Knowledge Management, New Intranet and PeopleSoft integration with Lend Lease intranet and Global Roll out to Asia, EMEA and US.
* Conducted detailed solution proposal gap analysis and impact analysis of business requirements.
* Reviewed new or changed business requirements, preparing process development and improvement methodologies. Ensuring maximum standardization and management of processes including facilitating management reporting on process adherence and performance.
* Managing multiple projects/priorities. Managing relationships and consulting with internal IT, external suppliers and business functions globally.

# Vodafone Pty Ltd - Sydney Oct 1997 to Jun 2001 Data Warehouse Projects - CRM Consultant

* Worked on Loyalty Sales and Marketing, Revenue Management. Relating Customer consumption and customer evolution behaviour data insight to commercial decisions.
* Captured business requirements, produced technical, strategic and tactical solutions.
* Implemented CRM and loyalty strategies for Business Intelligence and Customer Relationship Optimisation. Business Intelligence application, Data modelling and OLAP tools, Data Mining, Relational and or Dimensional Database designs, Customer Insight analysis, Profitability analysis, Marketing data analysis and client reporting for campaign management and distribution.
* Consolidated automating and standardizing reports and providing technical support for the Vodafone Marketing, Finance, Billing and Law Enforcement department.
* Technical systems 2nd level support for Vodafone Australia, Vodafone Fiji Billing and Mediation system, working closely With Vodafone UK IT team.

# EDUCATION

# 2011 Post Graduate Certificate in Finance and Management London School of Business and Finance, UK

**2002 Masters of Information Technology** University of Western Sydney, Australia

**1997 Bachelor of Science (Computer)**

University of Western Sydney, Australia