

ICT / Technical Business Analyst

# Adeyinka (Kay) Freeman

Enterprise Integration, Automation & Digital Transformation



Windsor, Canada



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Availability

**Open to onsite / hybrid roles in Australia (WA, NT)**

Experience

**8+ Years**

# Professional Overview

01

## Professional Profile & Core Expertise

Experience overview, core capabilities, and unique value proposition in enterprise-scale digital transformation

02

## Career Journey & Key Achievements

Professional experience, quantifiable contributions, and impact across organizations

03

## Education & Continuous Development

Academic credentials, professional certifications, and commitment to lifelong learning

04

## Technical Proficiencies & Tools

Comprehensive overview of technical skills, platforms, and methodologies mastered

Chapter

01

# Professional Profile

8+ Years of Digital Transformation Expertise

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## Professional Profile

# Who I Am

**ICT / Technical Business Analyst with 8+ years' experience supporting enterprise-scale ICT platforms, workflow automation, and product-led digital transformation in regulated service environments.**

Strong capability translating operational, legislative, and client requirements into practical, value-adding system features across ERP, CRM, and workflow-driven platforms.



## Consultative Client Engagement

Experienced in consultative client engagement, requirements definition, user story development, and cross-functional delivery involving developers, testers, and project teams.



## Industry Exposure

Background spans **public sector**, **healthcare**, **financial systems**, with direct exposure to **NDIS-aligned service delivery and compliance workflows**.

## Core Focus Areas

- Enterprise Integration
- Workflow Automation
- Digital Transformation
- Regulatory Compliance
- Cross-Functional Delivery

# Core Skills & Capabilities

Comprehensive expertise across the business analysis and system delivery lifecycle



## Analysis & Engagement

- Business Analysis & Product Support
- Client & Stakeholder Engagement
- Requirements Elicitation & Validation
- User Stories & Acceptance Criteria



## Process & System Design

- Business Process Analysis & Mapping
- Workflow-Driven System Design
- System Integration & API Analysis
- Regulatory & Compliance Analysis



## Testing & Delivery

- Testing Support & UAT Coordination
- Product Demonstrations & Training
- Agile / Hybrid SDLC Environments
- Data & Reporting Analysis



## Documentation & Mapping

- Business Requirements Documents (BRD)
- Functional Requirements Documents (FRD)
- Process Mapping & User Journeys
- Data Flow Mapping & API Documentation



## Data & Analytics

- SQL & Database Management
- Power BI & Business Intelligence
- Excel (Advanced) & Data Analysis
- Python (Basic) for Data Science



## Enterprise Systems

- ERP & CRM Platforms
- Oracle Financials
- Jira & Confluence
- MS Project & Planning Tools

# Value Proposition

Key differentiators that demonstrate strategic value and proven impact



## Enterprise-Scale Platform Experience

Proven ability to manage requirements for platforms processing **₦2+ trillion annually (≈ AUD 2.112 billion)**, demonstrating trust and capability in high-stakes financial environments.



## Regulatory & Compliance Expertise

Deep understanding of regulated environments with direct exposure to **NDIS-aligned service delivery**, compliance workflows, and legislative requirements translation.



## Quantifiable Impact

Achieved **35% reduction in requirements rework** through improved validation, traceability, and documentation standards, ensuring efficient project delivery.

## Key Achievements



### GIFMIS Deployment

Supported one of Nigeria's earliest Government Integrated Financial Management Systems



### Client Outreach

Delivered 60% improvement through integrated digital workflows

## Industry Experience



### Public Sector

Government financial systems



### Healthcare

NDIS & clinical workflows



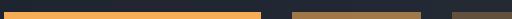
### Financial Systems

Banking & compliance

## Chapter 02

# Career Journey

Professional Experience & Impact



Leadership  
Restructuring

New Digital  
Transformation  
Trends

Digital  
Transformation  
Optimization

Team  
Structure

8 Key  
Components of a  
Digital Strategy

Partners

Digital  
Transformation  
Analysis

Data in Digital

# Senior Business Analyst

SoftAlliance & Resources Ltd

Nigeria



## Role Overview

Provided business analysis and product delivery support for **large-scale, regulated digital platforms** supporting financial operations, service workflows, and cross-agency reporting.



Platform Value

₦2T+

≈ AUD 2.112 Billion

Annual transaction volume processed through platforms supported, demonstrating capability in high-stakes, regulated financial environments.

## Key Responsibilities

- Collaborated with clients and internal teams to understand operational objectives, processes, and constraints, challenging assumptions to guide system design
- Defined business, functional, and technical requirements for enterprise platforms processing ₦2+ trillion annually
- Mapped current-state and future-state processes, data flows, and system integrations for scalable environments
- Translated policy and regulatory requirements into system configuration and product enhancements
- Facilitated workshops, discovery sessions, and requirement reviews with business users and technical teams
- Authored high-quality BRDs, FRDs, user stories, and acceptance criteria aligned to DevOps standards
- Supported testing teams through clarification of acceptance criteria and review of test outcomes



Major Achievement

## GIFMIS Deployment

Supported deployment of one of Nigeria's earliest **Government Integrated Financial Management Systems (GIFMIS)**, a landmark digital transformation initiative.

This foundational experience in large-scale public sector digital transformation demonstrates capability in complex, multi-stakeholder environments.

<https://guardian.ng/news/lagos-to-deploy-new-platform-payvis-to-track-fine-traffic-offenders/>

<https://iiardjournals.org/get/JBAE/VOL.%209%20NO.%203%202023/PUBLIC%20FINANCIAL%2083-104.pdf>



'Plate Detect' launched to verify, do vehicle registration - Businessday NG

Renewal of vehicle particulars, roadworthiness certificates and to even ascertaining the authenticity of existing documents can now be done with the launch of a platform called 'Plate Detect', which is expected to address vehicle documentation in Lagos and Nasswara states.

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Renewal of vehicle particulars, roadworthiness certificates and to even ascertaining the authenticity of existing documents can now be done with the launch of a platform called 'Plate Detect', which is expected to address vehicle documentation in Lagos and Nasswara states.

Plate Detect, an innovation of Soft Alliance, is said to create convenience for getting vehicle particulars, and avoiding paying fines as well as getting embarrassed by policemen and various agencies when a car owner is found with incomplete particulars. This can now be seamlessly done with the aid of technology.

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## Public Financial Management Reforms and Revenue Generation in Bayelsa State

**Confidence Joel IHENYEN PhD & Numuworimi YEITARIBO**  
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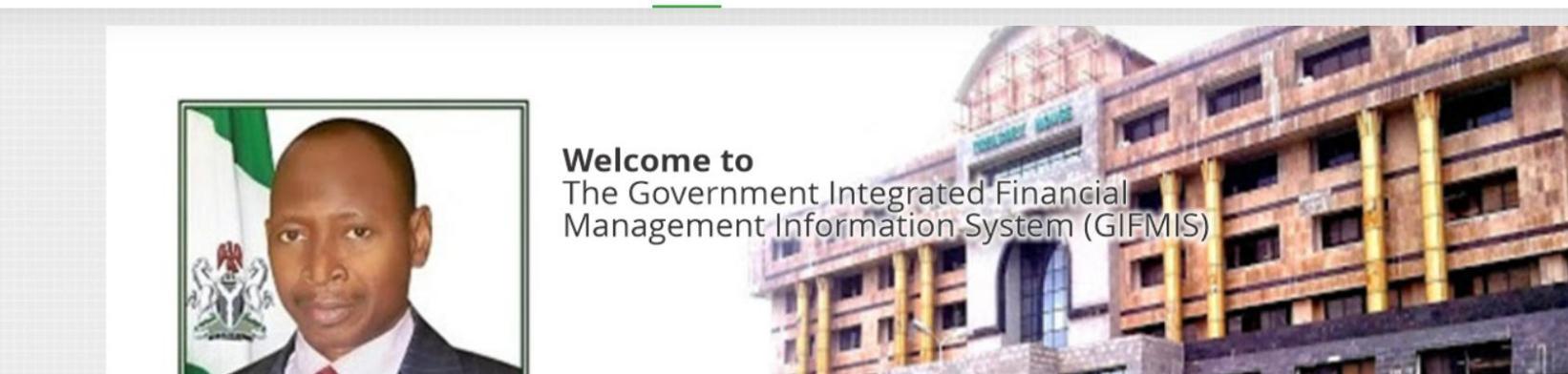
DOI: 10.56201/jbae.v9.no3.2023.pg83.104

### ABSTRACT

Public Financial Management (PFM) reforms are fundamental strategies designed to eradicate corruption affecting government revenue generation. This research, PFM reforms and Revenue Generation was embarked to examine the extend PFM reforms can lead to improvement in revenue generation in Bayelsa State. The study employed a descriptive survey approach, and the respondents were drawn from the ranks of administrators, accountants, auditors, and IT Specialists in State and Local Governments across Bayelsa State. Various statistical tests, including descriptive, correlation, and inferential tests, were applied to the obtained data. The data gathered were finally analyzed using regression analysis via SPSS version 26. The study found that Integrated Payroll and Personnel Information System, E-payment and Public Procurement Act have significant impact on revenue generation in the State. Consequently, the study concludes that these reforms are capable to eliminate the harmful effect of corruption, over bloated recurrent expenditure and rise the state's internally generated revenue that has led to the abysmal revenue generation so as to enhance the revenue generation profile of the State. The study recommends that Bayelsa State government should enforce the political will to ensure full



[HOME](#)   [ABOUT GIFMIS](#)   [FAQS](#)   [PFM REFORMS](#)   [GRR NUMBER](#)   [CONTACT US](#)   [FILE](#)



# Key Contributions

Quantifiable achievements and strategic impact



35%

## Reduction in Requirements Rework

Achieved **35% reduction** in requirements rework through improved validation, traceability, and documentation standards.

**Impact:** This improvement translated directly to more efficient project delivery, reduced development costs, and faster time-to-market for critical government financial systems.



## Consistent Service Delivery

Enabled more consistent service delivery and reporting outcomes across multiple stakeholder groups through standardized processes and improved system integration.

**Strategic Value:** Enhanced cross-agency collaboration and data consistency in complex government environments with diverse stakeholder needs.



## Process Excellence



Enhanced traceability



Improved documentation



Better validation



DevOps alignment

# Business Analyst

Softcom Limited

United Kingdom & Nigeria



## Role Overview

Supported analysis, design, and delivery of **healthcare and compliance-sensitive digital platforms** involving multi-channel user engagement and backend system integration.



Performance Improvement

**60%**

## Client Outreach Effectiveness

Delivered a **60% improvement** in client outreach effectiveness through integrated digital workflows.

## Key Responsibilities

- Conducted requirements gathering across operational, clinical, and ICT teams
- Supported implementation of web- and SMS-based workflows
- Assisted with user training and change enablement activities
- Mapped business requirements to system functionality, identifying gaps
- Documented functional requirements and process flows
- Coordinated backend system integration activities

## Industry Focus



Healthcare Platforms



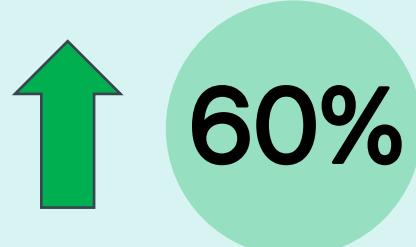
Compliance-Sensitive Systems



Multi-Channel Engagement

# Key Contributions

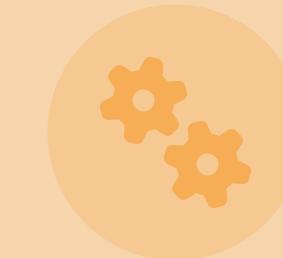
Early career impact and foundational expertise development



## Client Outreach Improvement

Delivered a **60% improvement** in client outreach effectiveness through integrated digital workflows.

**Innovation:** Leveraged web- and SMS-based workflows to create multi-channel engagement strategies, significantly improving client reach and operational effectiveness.



## Operational Efficiency

Improved operational efficiency through **structured documentation** and **standardised processes**.

**Foundation:** Established systematic approaches to requirements management and process documentation that became cornerstone delivery methodologies.

## Foundational Skills Developed



Requirements Analysis



Process Documentation



System Integration



Change Enablement

## Professional Experience

# Intern | Deloitte LLP

## Foundation in professional consulting and systems integration (2006)



### Deloitte LLP (Consulting Unit)

Lagos, Nigeria | 2006

Supported IT audit and systems integration activities during a **large-scale financial institution merger**, gaining foundational exposure to enterprise-scale transformation projects.



Organization

### Deloitte LLP

Global Consulting Leader

## Key Responsibilities

- Assisted with risk, control, and dependency assessments across legacy ICT systems
- Documented findings related to integration readiness, compliance risk, and data consistency
- Supported senior consultants in audit procedures and systems analysis



## Learning Outcomes

- Enterprise systems integration
- Risk assessment methodologies
- Compliance and audit frameworks
- Professional documentation standards
- Stakeholder communication



## Career Foundation

This internship provided exposure to **Big 4 consulting methodologies**, enterprise-scale systems integration, and risk management frameworks, establishing a strong foundation for a career in business analysis and digital transformation.

# Education & Development

Academic Excellence & Continuous Learning

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# Master of Science (MSc) – Analytics

RMIT University | Melbourne, Australia | 2024



## RMIT University

Melbourne, Australia | 2024

Completed Master of Science in Analytics, focusing on **Business Intelligence & Reporting**, **Applied Data Science**, and **Risk & Compliance Analytics**.

## Focus Areas



### Business Intelligence & Reporting

Advanced analytics, dashboard design, and data visualization for strategic decision-making



### Applied Data Science

Statistical analysis, predictive modeling, and machine learning applications in business contexts



### Risk & Compliance Analytics

Data-driven approaches to regulatory compliance, risk assessment, and audit analytics



## Capstone Project

Developed a **data strategy and reporting framework** for a Canadian healthcare provider to improve service experience, operational visibility, and regulatory compliance.

**Practical Application:** Directly applied advanced analytics and business intelligence skills to solve real-world healthcare challenges, aligning with prior experience in regulated service environments.

## + Additional Context

During postgraduate study, worked within **NDIS-aligned disability and mental health care environments**, providing direct exposure to regulated service delivery workflows and compliance documentation.

This experience strengthened understanding of care-sector product environments and reinforced commitment to digital transformation in regulated industries.

**Continuous Development**

# Professional Certifications

**Commitment to professional excellence and industry standards**



## Professional Scrum Product Owner

PSPO I

Certified expertise in product ownership, agile requirements management, and value-driven delivery within Scrum frameworks.



## Professional Scrum Master

PSM I

Demonstrated ability to facilitate agile teams, remove impediments, and foster continuous improvement in complex delivery environments.



## ISO/IEC 27001

Information Security Management

Knowledge of international standards for information security management systems, critical for secure digital transformation initiatives.



## ISO/IEC 42001

Artificial Intelligence Management System

Forward-looking expertise in AI governance and management, positioning for emerging opportunities in AI-driven business transformation.



## AI Security & Governance

Securi

Specialized knowledge in AI security frameworks, ethical AI implementation, and governance protocols for responsible AI deployment.



## McKinsey Leap Forward Fellow

Professional Development

Recognition through McKinsey's professional development program, demonstrating commitment to continuous learning and excellence.

## Technical Proficiencies

# Tools & Technologies

Comprehensive technical skill set across enterprise systems, data analytics, and delivery methodologies



## Business Analysis & Delivery

- Jira
- Confluence
- MS Project



## Process & Documentation

- Process Mapping
- User Journeys
- BRD / FRD



## Enterprise Systems

- ERP / CRM Platforms
- Oracle Financials



## Integration

- API Analysis
- Data Flow Mapping



## Data & Reporting

- SQL
- Power BI
- Excel (Advanced)
- Python (Basic)



## Methodologies

- Agile
- Hybrid SDLC
- UAT Coordination



**Additional Proficiencies:** MS Office Suite, Visio, Enterprise Architecture tools, API testing tools (Postman), Git/Version Control

LET'S CONNECT

# Ready to Drive Digital Transformation Together

Available for long-term onsite or hybrid contract engagements. Open to opportunities in Australia (WA, NT) and international contract engagements.



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Phone

+234 806 243 5679



Location

Windsor, Canada

## Key Strengths Summary

8+ Years Experience

Enterprise digital transformation

#2T+ Platform Value

High-stakes financial systems

Regulated Environments

NDIS, healthcare, public sector