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Summary

Leader with 10+ years of experience in getting stuff done! Included time at Reckitt, Diageo, PwC, CCEP and various small fast paced agile and waterfall projects. I have worked as part of and led teams to define data strategies, improve business processes and design/build enterprise data warehouses to bring together disparate data sources coupled with managing a portfolio of high-value reports and dashboards that deliver clear insights and support business decision-making.

- Accomplished professional in developing strategic goals, managing on/off shore resources and delivering big data solutions.
- Confident communicator, comfortable with engaging with senior leaders & stakeholders of all levels.
- Advanced knowledge of risks/challenges faced in analytical, big data & data warehouse migration and implementation projects.
- Partnered with senior stakeholders to restructure multiple business processes, eliminating the need for duplicative reporting.
- Proficient in role definition, business process analysis, managing change, and obtaining buy-in across multiple departments.
- Robust organisational skills, ownership, accountability and ability to work in a fast-paced environment.

Experience

Backpacking through the Balkans   **Aug 2023 – Oct 2023**

Shell, UK   **Aug 2022 – July 2023**

<u>Product Manager – B2B Marketing & eCommerce Content Management</u>

As a Product Manager at Shell, I undertook a pivotal role in defining and executing the B2B Marketing and eCommerce Content Management strategy. This multifaceted project aimed to streamline and enhance content management processes across various business functions and markets, ultimately enabling a more cohesive and standardized B2B customer experience.

Responsibilities and Achievements:

1 **Needs Assessment and Requirements Gathering**
   - Collaborated closely with diverse business functions across markets and engaged with customers to identify their specific needs and pain points in existing workflows.
   - Translated gathered insights into high-level product requirements to serve as the foundation for the project.

2 **Team and Product Development**
   - Appointed two Product Owners and assembled cross-functional teams to deliver Minimum Viable Product (MVP) solutions for both CMS and DAM within Adobe Experience Manager (AEM).
   - Collaborated with an external UX agency, Merkle, to design standardized page templates that accommodated the needs of various functions and regions, incorporating valuable feedback from end users.
   - Led the recruitment of a team of UI developers from Deloitte and worked in conjunction with an Adobe consultant to implement these templates within AEM. These templates were then surfaced in SAP Hybris via Spartacus.
   - Coached and guided teams in an agile fashion, ensuring the prioritization and clear definition of user stories for developers.

3 **Streamlined Content Publishing**
   - Orchestrated the creation of simplified, pre-approved page templates with configurable components, enabling local marketers to effortlessly publish content on the B2B eCommerce portal, Shell Market Hub 2.0 (SMH 2.0). This empowered non-technical users to create and publish content seamlessly.
   - Achieved uniformity in brand representation across different regions and business areas by enforcing consistent templates and designs, promoting brand standardization.

4 **Approval Workflows and Digital Asset Management**
   - Implemented approval workflows for content publication, ensuring compliance with marketing manager, legal, and other necessary approvals when required.

- Introduced a Digital Asset Management tool, allowing marketeers and central teams to centrally manage and share digital assets such as images, videos, and PDFs. This facilitated the reuse of digital assets, improving efficiency.

5   Roadmap & Scale-Out plan
- Launched an MVP product successfully, and in conjunction with Product Owners and the team, outlined an 18-month roadmap based on business demand and Return on Investment (ROI).
- Established a comprehensive scale-out and scale-up plan, backed by a well-defined product roadmap, to guide future enhancements.

This project achieved remarkable success, with the MVP product adopted across 15 markets and both direct and indirect marketing channels. It laid the foundation for improved content management and a standardized B2B customer experience, contributing significantly to Shell's digital transformation efforts.

Backpacking through Central America   Mar 2022 – July 2022

Redkite, UK   Aug 2021 – Feb 2022
Lead Data Consultant (Agile Programme Manager/Lead Product Owner)

- Demonstrated exceptional leadership skills as a Lead Data Consultant at Redkite, a UK Data Consultancy, overseeing end-to-end product management for client engagements, driving success through effective coaching and product expertise.
- Led cross-functional teams of product owners, business analysts, engineers, and architects, fostering a collaborative environment that encouraged innovation, creativity, and high-performance.
- Collaborated closely with stakeholders to define product strategies, roadmaps, and prioritization efforts, ensuring alignment with business goals and objectives whilst adhering to and implementing data governance frameworks.

Projects:

Coca-Cola Europacific Partners (CCEP) – Enhancing Carbon Emission (Sustainability) Reporting

As a Programme Lead, I spearheaded a transformative project aimed at revolutionizing their carbon emission (GHG) reporting system. Prior to our engagement, CCEP's carbon reporting was conducted annually, involving significant manual intervention due to a lack of comprehensive data sources. The primary objectives were twofold: first, to enable monthly carbon emissions reporting by optimizing business processes, and second, to establish robust Data Governance by designing and building data assets according to a new framework, setting the gold standard for all future data projects.

Key Responsibilities & Achievements:

1. **Team Leadership**
   - Led a team of Product Owners responsible for comprehensively understanding Scope 1, 2, and 3 emissions sources across the CCEP business.
   - Conducted in-depth analyses of carbon emission sources, including electricity/fuel consumption at factories and offices, transportation, ingredient and packaging sourcing, equipment at retailers, staff commuting, home working, and beverage chilling at home.
   - Collaborated closely with cross-functional teams to identify key emissions sources, their existing recording methods, and opportunities for process optimization.
2. **Enhanced Data Collection**
   - Enhanced existing ERP systems to capture additional emissions-related data, necessitating the establishment of new business processes and comprehensive staff training.
   - Collaborated with technical teams to implement necessary changes within the ERP systems, including updates to historical records.
   - Managed a series of smaller projects within CCEP that were integral to our data enhancement efforts.
3. **Business Process Improvement**
   - Identified areas where data capture capabilities already existed but were underutilized, leading to the alignment of new business processes and the provision of staff training.

- ■ Oversaw updates to historical records in these areas to ensure data accuracy.

4. **Leveraging Third Party Data Sources**
   - ■ Explored the availability of third-party APIs to automatically access required data, such as energy consumption from providers or fleet card data.
   - ■ When APIs were unavailable, initiated requests for their development and established interim monthly data file deliveries based on agreed-upon specifications.

5. **Smart Forms and Manual Data Entry**
   - ■ Developed smart forms with embedded data quality rules for systematic manual data entry in cases where no other data collection methods were viable.

Through these efforts, we brought CCEP several significant steps closer to achieving more accurate and frequent carbon emissions reporting. This initiative played a vital role in supporting CCEP's commitment to achieving Net Zero emissions by 2040.

This experience underscores my leadership, problem-solving, and cross-functional collaboration skills in driving transformational projects with substantial business impact.

Diageo – Direct to Consumer (thebar.com GB) Data Assets

I spearheaded a transformative project at Diageo, orchestrating a multidisciplinary team comprising analysts, data engineers, BI engineers, and a data architect. Our mission was to establish a robust reporting and analytics framework to support the launch of Diageo's new Bar.com website in the GB market.

Key Achievements:

1. **Data Integration and Enrichment**: We successfully integrated data from diverse sources to fuel comprehensive reporting:
   - ■ **Shopify**: Developed reporting capabilities for sales, abandonment rates, and refunds. Custom dimensions were configured in Google Analytics to pass referral information and CRM customer IDs for deeper insights.
   - ■ **Google Analytics**: Extracted GA data into the Data Lake for in-depth customer navigation analysis, including sessions and visits. Leveraged Custom Analytics to create a Golden Customer Record.
   - ■ **Havas CRM**: Established reporting channels to measure the effectiveness of email marketing campaigns.
   - ■ **OneTrust**: Utilized Cookie Consent statistics to understand opt-out rates at the country level, enhancing our understanding of Google Analytics data.
2. **Third-Party Vendor Collaboration**: Successfully negotiated data contracts with external vendors, ensuring seamless data availability in the required format for our Data Lake.
3. **MVP Dashboard Development**: Orchestrated a high-performing team to rapidly build a Minimum Viable Product (MVP) suite of dashboards. These dashboards played a pivotal role in supporting the business immediately after the website's launch.
4. **Roadmap Planning**: Crafted and maintained a comprehensive roadmap for future enhancements, aligning it meticulously with evolving business requirements.
5. **Data Asset Creation**: Identified, designed, and developed various transactional and master data assets from the aforementioned sources. These assets formed the foundation for Power BI dashboards, enabling the MVP launch of Bar.com with real-time reports and dashboards for the Product teams to monitor and enhance the website's performance.

Backpacking through Greece   May 2021 – Jul 2021

PwC (PricewaterhouseCoopers)   Nov 2019 – April 2021
Product Owner – Global Reporting & Analytics   (Jan 2021 – Apr 2021)
Senior Business Analyst – Global Reporting & Analytics   (Nov 2019 – Dec 2020)

As a pivotal member of the Internal Firm Services team at PwC, I played a critical role in a Global Reporting & Analytics project that significantly contributed to its success. Initially joining as a Senior Business Analyst, I later assumed the position of Product Owner. The project's primary objective was to develop a comprehensive suite of dashboards tailored to various personas within the consulting business. These dashboards provided end-to-end visibility into critical aspects of the business operations.

Key Responsibilities and Achievements:

1 Scope Definition
- Collaborated on the design and implementation of dashboards catering to diverse user profiles within the consulting business.
- Covered the entire business lifecycle, including the following key areas:
  - Opportunity Tracking: Capturing potential client interactions, integrating data from Salesforce and MS Dynamics.
  - Time and Resource Forecasting: Facilitating resource allocation and project estimation in the Talentlink tool.
  - Engagement Management and Financials: Monitoring Net Revenue, Gross Margins, and other metrics from S4HANA and Oracle Fusion.
  - Time Management: Calculating staff utilization and other metrics using data from various time capture tools.

2 Requirements Gathering and Metric Definition
- Collaborated closely with territories, markets, and countries to capture their reporting needs.
- Translated reporting use cases into metric requirements, including a deep understanding of each metric's significance, KPI status, calculation methodology, and source data dependencies.

3 Canonical Data Model and ETL Process Design
- Spearheaded the creation of a canonical data model that accommodated metric calculations regardless of the source application. Worked with Enterprise Data Architects to design logical data models to support metric calculations.
- Ensured seamless integration of data from Salesforce, MS Dynamics, Talentlink, S4HANA, Oracle Fusion, and various time capture tools into the model.
- Collaborated with ETL developers and Data Engineers to translate logical models into physical data models.
- Led efforts to build ETL processes that facilitated metric calculations, including the incorporation of additive measures directly into the data model.

4 Dashboard Development and Refinement
- Worked alongside BI engineers to create Power BI dashboards.
- Defined DAX queries to generate non-additive measures in alignment with user requirements.
- Collaborated with business stakeholders to fine-tune dashboard visuals tailored to different personas.

This project marked a significant milestone in transforming PwC's reporting and analytics capabilities, enabling data-driven decision-making across the organization.

Backpacking through SE Asia   May 2019 – Oct 2019

Cervello (a Kearney Company)   Feb 2018 – Apr 2019
Delivery Lead – Business Intelligence

At Cervello (Kearney), a boutique Data Analytics consultancy, I led projects for the Finance and Global Sales teams at Reckitt Benckiser. My role involved collaborating closely with RB's Finance and Sales Directors at the global and regional levels, delivering a reporting platform, and driving business strategy.

- Led stakeholder relationships, gathered requirements, and guided the BI team's strategy in an Agile environment.
- Established frameworks for data governance, user access security, ETL flows, visualization best practices, and data quality.
- Coached and guided the BI team in an Agile environment, fostering collaboration and ensuring alignment with project objectives.

Projects:

Reckitt Benckiser – Financial Management Information Data Assets & Data Products
- Led end-to-end global delivery of a financial reporting solution (Power BI & Azure/Hive) spanning 109 countries and encompassing 100 financial performance indicators (FPIs).
- Standardized reporting processes for the innovation pipeline, product development, and post-launch performance, providing actionable insights to stakeholders.

- Consolidated disparate data sources into a unified big data BI platform, facilitating comprehensive worldwide reporting.
- Managed the entire project lifecycle, from scoping and planning to successful delivery, including seamless transition into business-as-usual (BAU)/run teams. Completed within a 10-month timeframe.

j2 Global   Nov 2015 – Jan 2018
Senior Business Intelligence Developer   (Jul 2016 – Jan 2018)
Business Intelligence Developer   (Nov 2015 – Jun 2016)

At j2 Global, my role involved collaborating with DevOps, Database Engineering, Marketing, and Finance teams on both ad hoc requests and long-term projects. I delivered ETL and reporting solutions by consolidating data warehouses of newly acquired companies into a single source of truth.

- Managed the addition of new data sources into the BI platform to support a broader range of analytical use cases.
- Developed & managed a portfolio of high-value reports & dashboards to deliver clear insights & support business decision-making.
- Led on various product pricing change projects and a migration project to SQL Server 2014 to aide SOX compliance

Uxbridge College, UK   Aug 2013 – Oct 2015
Data Analyst

- Acted as a liaison between senior management and IT teams at Uxbridge College, a West London FE college.
- Provided automated and ad-hoc reports on student attendance, funding projections, and student performance to senior management, teaching staff, and support staff.
- Streamlined processes by migrating off-system products/processes and templates online, resulting in time reduction, elimination of multiple contact points, and improved reporting accuracy.
- Led the migration of the college's aging MIS system from MS Access to SQL Server, SSRS, and Power BI.
- Initiated and completed an automated reporting project for HR and the Senior Management Team, monitoring staff and student punctuality using data from the college's key card Access Control System (Lenel - SQL Server) against Timetable information.

Capita Recruitment Vetting Service, UK   May 2013 – Aug 2013
Management Information Analyst

CRVS was a subsidy of Capita that responds to the need of organisations to vet employees and volunteers.

- Worked on a short-term contract to automate CRM reporting processes Migrated & automated (SSIS) existing manual reporting from MS Excel to SQL Server and SSRS saving the company 30 hours a week in resource hours.

Sheffield Hallam University (Student - MSc Database Professional)   Jan 2012 – May 2013

The Data Service (Skills Funding Agency, UK)   Jul 2009 – Oct 2011
SQL BI Developer   (Jul 2010 – Oct 2011)
Data Analyst Intern   (Jul 2009 – Jun 2010)

At the Data Service, a division of the Skills Funding Agency, I interned for a year, testing new Statistical releases and creating a Data Dictionary. After completing my internship, I worked on a Proof of Concept to internalize a process previously handled by Cap Gemini.

- As a SQL BI Developer, I utilized SSIS for ETL flows, transforming data with SQL Server. I developed SSRS reports and optimized SQL queries, Stored Procedures & UDFs.