

ROBERT DAVIS

Mobile: 0402 101 333

Email: robertpdavis@optusnet.com.au

Linked In: www.linkedin.com/in/robdavisaus

CAREER SUMMARY

Telecommunications and media professional with extensive project management, product management, operational, engineering, commercial and business development capabilities. Expertise in broadcast, media, ICT and satellite services with a strong customer focus. A well respected team player that leads by example with a proven ability to deliver service delivery and product development tactical and strategic projects that meet customer requirements and achieve business objectives.

KEY STRENGTHS

- Consistent project management capability on traditional and agile methodologies with a history to achieve service delivery product development and project goals. Scrum Product Owner (CSPO) and Scrum Master (CSM) certified.
- Effective communication and negotiation skills to realise business outcomes and manage and influence stakeholder expectations
- Strong commercial acumen with emphasis on managing product and project budgets, business case development and approvals, pricing, reporting and growing profit lines through development of new products and opportunities
- Extensive product management experience managing P&Ls to deliver operational plans on revenue, costs and customer satisfaction
- Solid technology base across all telecommunication solutions including data (SDH/Ethernet/IP), media (broadcast), satellite and supporting IT platforms with emphasis on solution design and implementation
- Experienced in customer and supplier contract development and negotiation from a legal, regulatory and commercial perspective
- Ability to analyse business problems from many perspectives and propose solid solutions
- Team player who excels in high performing team environments and copes well under stress
- Flexible operator that can easily adapt to business and organisational change

CAREER ACHIEVEMENTS

PROJECT MANAGEMENT

- As “product owner”, led the agile scrum development project to support the implementation of a new satellite bolt on for the Optus Premier League service. This provided Optus commercial customers and consumer customers who had poor or no broadband service, the capability to access Premier League. A new service was successfully deployed in less than 4 months on a ServiceNow platform that had to support Optus enterprise, small business and consumer customers as well as other customer provisioning systems and installation sub-contractors.
- Project managed the successful delivery of over 30 customer service deployment projects as a specialist project manager for Optus generating multi-million \$ revenue. These high profile large budget projects were the result of successful Optus tenders and included Optus government, defence, media, finance, mining and other large enterprise customers. Services delivered included fibre, DWDM, ethernet/IP, voice, broadcast, satellite and mobile to a large number of customer sites covering Australia and NZ.

- Project managed the deployment of the Foxtel Pay TV satellite platform which included implementing a complete end to end satellite broadcast distribution solution which was delivered on time and on budget and supported Foxtel's dominance as the leading Pay TV provider in Australia.
- Established project management documentation standards for the Optus Satellite team that were then used as templates for future designs and projects which significantly improved project documentation consistency and quality.

PRODUCT MANAGEMENT

- Increased revenue by 65% through enabling the resign of key multi-million \$ broadcast contracts in a highly competitive market during the switchover from analogue to digital television in Australia. This required the establishment of a new state-of-the-art broadcast platform ("VAST – Viewer Access Satellite Television") and end to end development of new products to support it. This was a high profile development with stakeholders including the Australian Federal Government, Free-To-Air broadcasters and Optus senior executive management. My contribution was recognised by executive management as a runner up at the annual CEO awards for 2011.
- Enabled a new multi-million-dollar revenue stream for the Optus Wholesale business as well as improved Optus consumer and business customer satisfaction by developing a new product to support Optus' major push into media with the launch of the Premier League service. This development was critical in allowing commercial customers such as hotels, clubs, sporting & gaming establishments access to the Optus Premier League service. A new go-to-market strategy was required to capture and manage the products commercial, legal, marketing and support requirements.
- Generated additional revenue, increased customer satisfaction and improved service reliability by directing the development of a satellite backup product capability to address customers increasing concerns with protecting their content distribution. This allowed customers to mitigate their risk of service loss.

SERVICE AND SOLUTION DESIGN

- Developed multi-technology telecommunications solution designs to support Optus tender responses to government, defence, media, finance, mining and other large enterprise customers. These designs mainly consisted of data services with a wide range of end to end connectivity including fibre, ULL, radio links, satellite and mobile (usually as a backup option). These designs were critical to Optus tender response success rate and formed part of the tender response and overall project plan.
- As design authority for Optus' Satellite broadcast services, developed a standard end to end design for implementation of satellite broadcast media services. This significantly reduced the lead time to implement a new service, reduced costs and improved service availability. This standard design was then used as a template going forward.
- Provided specialised technical support to sales and marketing for non-standard customer requirements that would normally have not been possible. This resulted in additional revenue and improved customer satisfaction.

PROFESSIONAL EXPERIENCE

OPTUS COMMUNICATIONS

Optus Communications is a leading Australian Telecommunications provider of mobile, telephony, IT and satellite services.

Product Manager – Satellite Marketing

2008 – 2017

Directed the life cycle of Optus' satellite media broadcast product portfolio with accountability of >\$180m pa in revenue whilst achieving growth through a changing technology environment and maintaining revenue against a highly competitive market place.

Worked closely with the satellite account teams to develop innovative product solutions and effectively manage the deployment of those solutions to meet customer technical, financial and strategic needs through pre-sales and post-sales support.

ACCOUNTABILITIES

- As Product Owner, drove product project delivery, technical design, innovation, development and go to market strategy based on customer requirements and new technology and applications drawn from around the world.
- Established and maintained market positioning, pricing, strategy and product evolution for Optus broadcast satellite services
- Supported account teams to maintain key customers and accounts and improve customer satisfaction & advocacy
- Established annual financial plans and delivered business objectives focusing on revenue, gross margin, EBITDA and customer satisfaction which included forecasting and reporting on monthly and quarterly results
- Managed capital for both product growth and product development
- Planned the satellite business long term to ensure services are available to meet customer demands.

Project Manager / Technical Specialist – Optus Networks Customer Engineering

2005 – 2008

Represented Optus' Networks division in the project management and solution design development of over 30 major customer BID deployments in support of Optus' enterprise and wholesale tender responses. This involved working closely with operational and engineering SMEs, account, marketing and deployment teams to develop and deliver solutions that provided successful BID outcomes.

End to end project management of out of plan customer deployments with multi \$m budgets was the main focus of this role. Projects were successfully delivered through close management of project teams, budgets, schedule and risk identification and mitigation.

ACCOUNTABILITIES

- Established and managed the project delivery framework and the delivery teams for each customer deployment.
- Assessed, tracked and managed project scope, issues, risks, timelines and budget and resolved project challenges in a timely and appropriate fashion
- Managed project capital including establishment of work breakdown structures, capital approvals and forecasts
- Managed network resources and stakeholders to meet tender response solution design and costing deadlines
- Ensured that network and service solutions met customer requirements and were cost effective
- Worked closely with engineering and operational SMEs to develop customer solutions requiring non-standard Optus products

Senior Network Engineer – Broadcast Engineering

Prior 2005

Principle design ownership and responsibility for Optus' Satellite broadcast media services which included end to end management of satellite broadcast engineering projects and developments, technical planning, solution design, documentation, specification, procurement, installation, testing and commissioning of equipment and facilities.

A detailed understanding of international standards relating to and including Fibre & Data (SDH & IP), DVB, MPEG, ETSI, SMPTE and ITU was essential in the application and design of the broadcast services.

Senior Network Engineer - Operations

Operation and maintenance responsibility for Optus' domestic and international Ku and C-Band satellite facilities. This included creation and management of operation and maintenance plans and procedures,

measurement of key performance indicators across systems and customer services (data, voice and media), Tier 3 support in resolution of customer service issues, provision of customer services and project integration of engineering installations.

TECHNICAL SKILLS & KNOWLEDGE

Telecommunications Technology

- Fibre & Data – DWDM, CWDM, SDH, DSL, Layer2/3 data services – (ELAN, EWAN, MPLS/VPLS, IP VPN, Carrier Ethernet), Internet services

Satellite & Broadcast Technology

- DVB standards (e.g. DVB-S/S2/S2x, DVB-T/T2, PSI-SI)
- MPEG2/4, HEVC, SD/HD & 4K/Ultra HD, SDI, ASI, MHEG/HbbTV
- IP playout (unicast & multicast) and streaming technologies (e.g. HTTP, RTP, HDS, HLS, HTML5, DASH, DRM, Content Delivery Networks), Media Asset Management

IT

- JIRA, SAP – Logistics and Project functions (capital management), ServiceNow, CA Clarity (project management)
- Software & Databases – VBA, PHP, SQL, Javascript, HTML, Access, MySQL, Windows, Linux
- MS Access & Excel (fluent VBA macro developer), MS Word, MS Visio, MS Project, Outlook, Powerpoint and Sharepoint

EDUCATION & PROFESSIONAL QUALIFICATIONS

MBA (Technology Management) (Dean's list)

Chifley Business School

Advanced Diploma Project Management

ACPM

Diploma IT Network Engineering

TAFE NSW

Diploma Electrical Engineering

TAFE NSW

Certified Scrum Product Owner (CSPO)

Scrum Alliance

Certified Scrum Master (CSM)

Scrum Alliance

PROFESSIONAL DEVELOPMENT AND TRAINING

Work based training:

- Effective Business Writing & Presenting With Impact – *Black Isle*
- Professional Negotiation & Influencing – *ENS International*
- Personal Effectiveness Program - *Insights Discovery*
- Fair Play, Privacy Awareness, Fraud Awareness, Information Security, EEO, WHS, Telephone Bomb Threat, Laser & Fibre Safety, Working At Heights – *Optus Learning Centre*

Personal development:

- Landmark Forum
- Right Management Career Coaching

Memberships / Licences:

- BRCA Open Cabling Licence

REFEREES

- Available on request