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SIMON FAIRALL

PROFILE		Seasoned and astute IT professional with over 25 years' experience of delivering high quality outcomes with multiple technology vendors, including Cisco, Avaya, Verint, NEC and Cyara.
		Extensive experience in Contact Centre technology delivery across multiple verticals, including banking, insurance, superannuation, telco, stationery & office supplies, and energy service providers.
CAREER OUTLINE		**2018 – Current SINEFA (1 year)**
		Principal Architect
		2012 – 2017 OPTUS BUSINESS, PS&ICT (5 years)
		Associate Director – Applications & Platforms, Contact Centre COE
		Engineering Manager, Contact Centre COE
		2006 – 2012 ALPHAWEST SERVICES, P&I (6 years)
		Engineering Manager, Contact Centre
		Team Leader, Contact Centre Engineering
		2004 – 2006 OPTUS BUSINESS, IBS, CONTACT CENTRE PRACTICE (2 years)
		Technical Lead, Contact Centre
		1999 – 2004 CORPORATE EXPRESS AUSTRALIA (5 years)
		Network Manager, Voice & Data
		1996 – 1999 HERMES PRECISA AUSTRALIA (4 years)
		Unix Systems Administration Team Leader
		Unix Systems Administrator
		1994 – 1996 ESSILOR (2 years)
		IT Systems Administrator
		1990 – 1994 TELXON (4 years)
		Analyst/Programmer
KEY SKILLS		**Strong Contact Centre Industry knowledge**: 16+ years' experience in the delivery of complex Contact Centre solutions, including to some of Australia's largest FSI and Utility organisations
		Excellent understanding of complex customer environments: leveraging experience gained from a varied career, I am able to help customers and delivery staff achieve the best outcomes
		Strong leadership and team management skills – Improved staff retention from < 2 years to an average of over 5 years, while growing and building a market leading engineering team.
		Excellent troubleshooting skills: Ability to clearly see to the root cause of technical and architectural issues

EDUCATION		**2012 DIPLOMA IN MANAGEMENT**
		Australian Institute of Business
EMPLOYMENT HISTORY		**2018– CURRENT (1YEAR) SINEFA**

EMPLOYMENT HISTORY		

2018– CURRENT (1YEAR) SINEFA

Principal Architect

As the Principal Architect for Sinefa my role is to provide detailed technical pre and post sales support to customers, and to assist with technical onboarding of new partners

Key responsibilities

- Hands on technical training for customers and new partners
- Support the sales process through Proof of Concept (POC) and technical solution design
- Assist partners and customers with best practice implementation design and execution
- Provide feedback and advice to the CTO, Product and Engineering teams for future product enhancements and directions

Achievements

- Improved profit margins by working with stakeholders to reduce internal cost to deliver CCaaS to reduce price/improve profit margin
- Worked with Vendor and internal stakeholders to design the CEMaaS platform implementation and commercial model
- Engaged with Cyara to discuss Contact Centre testing as a service
- Participated in the Cyara Customer Advisory board

2004– 2017 (13 YEARS) OPTUS BUSINESS (INCLUDING ALPHAWEST)

Associate Director – Applications & Platforms, Contact Centre (2015 0 2017)

This was a new role created to contain the existing CCaaS platform (Cisco HCS for Contact Centre), and any new aaS offerings for Contact Centre that would be added. Additionally, there was a vision of looking to the future with regards to new applications moving forward.

Key responsibilities

- Transform the commercial model for CCaaS (Cisco HCS for Contact Centre)
- Lead the implementation of CEMaaS (Verint WFO aaS)
- Look at startups, new technologies and innovations to be added to the Contact Centre portfolio

- Engage with customers around the offerings

Achievements
- Improved profit margins by working with stakeholders to reduce internal cost to deliver CCaaS to reduce price/improve profit margin
- Worked with Vendor and internal stakeholders to design the CEMaaS platform implementation and commercial model
- Engaged with Cyara to discuss Contact Centre testing as a service
- Participated in the Cyara Customer Advisory board

Technical Lead Westpac Bid (secondment 2013 – 2015)

My role was to lead the technical discovery and design of the Contact Centre tower of the successful Westpac Sapphire bid, covering 4,500 agents and multiple company brands (Westpac, St. George, Bank of Melbourne, Bank of South Australia, Bankers Trust Financial Group).

Key responsibilities:
- Provide technical direction and oversight to the Architects.
- Lead customer discovery workshops (over 20 half day workshops in total).
- Coordinate Contact Centre vendors and vendor selection for the bid.

Achievements:
- Delivered a discussion paper on Call Recording and Analytics, which was influential in the decision making process.
- Developed a trusted advisor relationship with key vendor decision makers and influencers.
- Successfully selected as the Contact Centre vendor.

Engineering Manager, Contact Centre (2010 – 2015)

The Engineering Manager role is responsible for driving the team to ensure solutions are delivered to customers, with minimal impact to their business and that a high level of customer satisfaction is achieved.

Key responsibilities:
- Responsible for driving the team to ensure solutions are delivered to customers with minimal impact to their business and that a high level of customer satisfaction is achieved.
- Accountable for the accuracy of engineering costs and schedules included in bids and projects and for minimizing cost overruns.
- Responsible for achieving customer experience objectives – providing

an outstanding customer experience for all delivered contact centre solutions.

Achievements:
- Led a dynamic team of ICT Engineers in deploying and supporting complex contact centre solutions.
- Contributed to the COE's results including increase revenue, gross profit and customer satisfaction.
- Worked closely with vendors and partners to ensure the team are proficient in new technologies and solutions and that they are fit for purpose and profitable.
- Invited to speak at Cyara Customer Advisory Board in the US for the past two years.
- Participated in Cisco Live! Panel discussion on Contact Centre as a Service (CCaaS)

Team Leader, Contact Centre Engineering (2006 – 2010)
Responsible for technical leadership of the Engineering team, and providing technical input to the architecture team for bid response.
Key responsibilities:
- Responsible for coordinating workloads across the pool of engineers.
- Accountable for utilisation targets being achieved.

Technical Lead (2004 – 2006)
Responsible for leading the design and implementation of the initial TRUenergy (formerly TXU) Cisco UCCE deployment.
Key responsibilities:
- Managing the delivery to agreed project timelines.
- Providing technical leadership on solution elements impacting on the delivery, including customized agent desktop, reporting and network design elements.
- Implementation of technical scripting and IVR self-service applications, including credit card payments.

Achievements:
- Implementation of the Cisco UCCE scripting and IPIVR applications to achieve the business outcomes.
- Successfully coordinated the delivery of multiple 3rd party vendors to deliver a cohesive service.

- Specifically acknowledged by the customers Program Manager as the key person enabling the delivery of the solution at a joint forum including Optus senior management.

1999– 2004 (5 YEARS) CORPORATE EXPRESS AUSTRALIA

At the time Corporate Express was the largest business to business supplier of office products. The NetXpress ecommerce site was the acknowledged leader in this space of many years, ahead of its time in the Australian market.

Network Manager – Voice & Data

The role of Network Manager – Voice & Data was created to encompass the growing requirements of the business in managing the core.

1996 – 1999 (3 YEARS) HERMES PRECISA AUSTRALIA

A market leading essential mail and fulfillment business, HPA was also an innovative player in the scanning and processing of documents. HPA has since been purchased by Salmat.

UNIX Systems Team Leader

Responsible for leading the UNIX systems team of three people in providing 24x7 infrastructure support for multiple Digital UNIX, Solaris, AIX and SCO UNIX systems, and the supporting network elements. The network consisted of a full Cisco WAN network, and a mixture of Nortel, Cisco and 3COM LAN equipment.

1994 – 1996 (2 YEARS) ESSILOR

Essilor is an optical eyewear manufacturer, with its head office in France. One of two main high quality providers in the Australian market, at the time it had a significant market share.

IT Systems Administrator

Responsible for running all of the IT infrastructure, including UNIX systems running the manufacturing and ERP.

1990 – 1994 (4 YEARS) TELXON

TELXON was an American company, specializing in hand held and forklift mounted computer devices The primary applications addressed were route accounting, stocktaking and warehouse management. The innovative radio technologies created by TELXON were acquired by Cisco, and the remainder of the business was acquired by Symbol Technologies.

Analyst/Programmer

Responsible for working with customers to design, build and implement custom software solutions.