

SHANLEY DUCKER

Auckland, New Zealand
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EXECUTIVE SUMMARY

Executive-level service and operations leader with 15+ years' experience building and scaling service delivery platforms across trade services, field operations, and technology-enabled environments. Proven at designing repeatable, data-driven service models that improve customer outcomes, lift margins, and create predictable recurring revenue.

Known for building systems before adding headcount — leveraging CRM platforms, automation, workflow design, and operational discipline to scale mobile workforces without sacrificing quality, safety, or customer trust. Comfortable owning outcomes at scale and partnering directly with senior leaders and business owners to design and execute high-performing service operations.

Scope: End-to-end service strategy, service operations design, systems & automation, customer experience, and field workforce performance.

CORE CAPABILITIES

- Service Strategy & Operating Model Design
 - Recurring Revenue & Planned Maintenance Programs
 - Field Operations & Mobile Workforce Management
 - Customer Experience & Service Recovery
 - Process Design, Automation & Continuous Improvement
 - CRM, Job Management & Data Visibility
 - Executive Stakeholder & Founder Partnership
 - Team Leadership, Capability Building & Change Management
 - Health, Safety & Quality Governance
 - Commercial & Operational Performance Ownership
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PROFESSIONAL EXPERIENCE

Dasey Roofing — Operations Manager

Jun 2025 – Present / Auckland

End-to-end ownership of service delivery in a trade-based, mobile workforce environment, supporting growth while maintaining quality, safety, and customer trust.

- Own the full service lifecycle from customer enquiry through scheduling, execution, quality assurance, service recovery, and completion.
- Design and maintain scalable service workflows across sales, operations, and accounts to improve visibility, accountability, and throughput.
- Lead job scheduling and resource planning across staff, contractors, equipment, and suppliers to maximise utilisation and minimise rework.

- Build service discipline through clear communication standards, escalation pathways, and system-driven customer updates.
 - Implement and optimise ServiceM8 as the core service platform — workflows, automations, forms, reporting, and Xero integration.
 - Drive operational consistency by fixing broken processes rather than adding headcount.
 - Oversee procurement, logistics, and site readiness, including materials, deliveries, and height safety coordination.
 - Monitor job quality, customer feedback, and post-completion outcomes to protect brand reputation and repeat business.
 - Partner with the business owner on service strategy, systems improvement, and growth initiatives.
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Dasey Roofing — Customer Service Specialist

Jul 2024 – Jun 2025

Played a pivotal role in professionalising customer service and laying the operational foundations later scaled across the business.

- Managed all inbound and outbound customer communications, quotes, follow-ups, scheduling updates, and invoicing.
 - Acted as the primary escalation point for service issues, delays, and customer concerns.
 - Supported scheduling and operational coordination between sales, field teams, and accounts.
 - Led the full rollout of ServiceM8, including configuration, automation, forms, templates, and staff training.
 - Improved service visibility and customer confidence through consistent communication and systemised updates.
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Formtool Engineering — Administration & Systems Lead

Feb 2022 – Oct 2023

- Streamlined internal communication and dispatch workflows, improving efficiency and response times.
 - Implemented Office 365 and remote access solutions to support flexible operations.
 - Introduced and configured the Empower production system for job visibility and time tracking.
 - Improved data accessibility and workflow discipline through structured systems and automation.
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Ranghood Solutions — Administration & Operations Support

May 2019 – Dec 2021

- Supported complex installation projects through scheduling, customer coordination, and documentation.
- Managed invoicing, inventory, and service coordination for field installers.
- Led Health & Safety compliance, including Covid-19 protocols as an essential service provider.
- Built a simple inventory tracking database to improve stock control and job readiness.

Real IT Service & Solutions — Owner / IT Consultant

Jul 2009 – May 2015

- Founded and operated an IT services business delivering L3 desktop, server, and network support.
- Managed client relationships, service delivery, troubleshooting, and remote access solutions.
- Built and maintained reliable service systems focused on uptime, responsiveness, and trust.

Hella New Zealand Ltd — IT Manager

Apr 2002 – Oct 2007

- Led end-to-end IT operations, infrastructure, and service delivery.
- Managed vendor relationships, Capex/Opex budgets, and service reliability.
- Implemented enterprise systems including Active Directory, VPNs, and server architecture.

SYSTEMS & TOOLS

ServiceM8 | HubSpot CRM | Xero | MYOB | Empower | Microsoft 365 | VoIP Systems | Workflow Automation | Reporting Dashboards

QUALIFICATIONS

- Diploma in Business Computing
- Certificate in Business Management
- Certificate in Business Administration
- ITIL Foundation – IT Service Management
- Domino Designer & Lotus Domino Applications Training

LEADERSHIP STYLE

Structured, calm, and outcomes-focused. Known for creating clarity in complex environments, building trust with frontline teams, and delivering scalable service models that balance customer experience with commercial performance.

INTERESTS

Family | Farm Life | Technology | Continuous Improvement