

Personal statement

I'm inspired by having a purpose in life and in my work. This purpose gives me the feeling that I'm contributing to something worthwhile. Being able to make a positive impact, being authentic and enabling and empowering others is what motivates me.

My work has given me a broad range of experience across multiple industries, most importantly in the areas of leadership, strategy, commercial and finance, business operations and product development. I have a strong belief in building sustainable businesses, contributing to them by enabling others to grow their knowledge, capability, understanding and delivering outcomes.

Throughout my career, I'm most proud of my commitment and dedication to accomplish what I set out to do, being resilient and adaptable, and simply caring about making a difference and having meaningful relationships with people. I work best in dynamic environments, being able to collaborate with vested stakeholders, develop and create unique solutions to solve problems and where there is a drive to continually iterate, evolve and learn.

Skills snapshot:

Leadership and self driven

- Leading, mentoring and growing teams and people
- Providing advice and recommendations and effectively driving change through the organisation, influencing key decisions and 'improving the status quo'
- Leading projects and outcomes in both a team and self driven environment

Strategic planning, execution and delivery

- Driving strategy and the direction of the business for the short and long term to deliver on the business objectives
- Ownership and delivery of initiatives to achieve the strategy and business outcomes

Business and financial/commercial management

- Sound commercial management skills in understanding situations and issues through thoughtful analysis and logic
- Establishing and operating financial functions to deliver forecasting, budgeting and analysis to support business decisions

Product Management

- Articulating the product vision, owning the product strategy, building the roadmap and focusing on execution across design, development and delivery
- Ability to balance customer needs and requirements alongside the business and commercial objectives

Analytical capability

- Strong analytical and conceptual skills
- Extensive modelling and reporting experience to generate insights

Governance and Stakeholder management

- C level management and founder experience
- Boards and Steering Groups experience
- Building and enhancing positive relationships with internal and external stakeholders

Professional qualifications:

Bachelor of Law
Bachelor of Commerce and Administration

Career Summary:

Apr 2021 - Current

Business design and change lead - Contract

Civil Aviation Authority (CAA)

My role has been focused on establishing new capability across CAA. The three main projects I have been leading are the development and delivery of an integrated reporting framework, establishing the Enterprise Portfolio Management Office (EPMO) and establishing the business planning practice.

Key successes include:

- Broadening the organisational perspective on the impact CAA has on participants and the aviation industry
- Creating an outcome based approach to reporting and how to communicate value creation
- Achieve endorsement for the EPMO from the CAA Board and Leadership team
- Design and build the core foundations for the EPMO with investment into the function being resourced with 2 FTEs
- Designing, building and embedding business planning as a practice across the organisation
- Establishing the foundations of business planning and ensuring that permanent staff have the knowledge to build and improve on what has been developed

May 2022 - Current

Commercial Consultant

Trees That Count (TTC)

My role has focused on establishing the financial and commercial practices for TTC which includes strategy design and embedding financial practices.

Key successes include:

- Establishing financial practices to build and manage the profit and loss statement in alignment to how the organisation operates
- Coach staff in month end processes
- Advise on both strategy and business planning
- Aligning financial reporting to the strategy and incorporating both budget and forecast reporting

Apr 2019 - Mar 2021

Commercial Consultant - Contract

Ministry of Primary Industries - Agriculture and Investment Services, Investment Programmes

My role focuses on leading, designing and implementing initiatives to improve fund management practices across MPI. This is aimed at taking bespoke practices and streamlining how they operate to deliver efficiency gains.

My other primary focus has been on the design of a digital strategy for the Agriculture and Investment Services (AIS) Branch to ensure that the shift to digital is embedded within the culture.

Initiatives include:

Development of AIS digital strategy framework

- Designing how a digital strategy can support the Branch strategy to deliver operational and customer benefits
- Developing the framework to operationalise the digital strategy

Integrated data analysis and reporting capability delivered across the Directorate

- Understanding the current state including the integration of all data across system to build streamlined and automated performance reporting for supporting decisions
- Building integrations into platforms to bring the data together for analysis and reporting
- Leading and growing the data analysis and reporting team to deliver effective reporting and insights for the Directorate

Development of a funds management software platform for MPI

- Championing the business need across MPI with key stakeholders and securing support from technical teams
- Design and deliver initial prototype and go live
- Requirements gathering and supporting the technical solution
- Business case development for a whole of MPI solution

Operational and performance improvements

- Identifying and improving on areas across the Directorate to enable better efficiencies and ways of working i.e. performance management, process improvements, document and content management, data modeling, financial month end

Apr 2018 - Mar 2019

Service Design and Delivery Lead - International Growth Fund (IGF) - Contract
New Zealand Trade and Enterprise (NZTE)

The IGF supports NZTE by co-investing in international expansion projects that will have a positive impact on businesses and the overall economy.

My role was to design, build, implement and manage a service redesign programme consisting of 14 initiatives. These aimed to improve the customer experience, streamline the International Growth Fund process and embed a continuous innovation programme.

Key successes:

- Led the redesign programme, including designing, prototyping and piloting improvements across 14 diverse initiatives
- Developed customer journey and activity maps that contributed to a holistic process, delivered better business outcomes and increased NZTE's relevance to NZ export businesses
- Engaged with Steering Groups, IGF Committee and other NZTE stakeholders to generate support and endorsement for the redesign programme
- Built a platform and process to systematically collect knowledge from IGF customers and share it with others to help shape their international expansion efforts

Mar 2014 - Apr 2018

Founder, Chief Financial Officer / Chief Operating Officer, Head of Customer Success
Common Ledger

Common Ledger is a FinTech start up business based in Wellington. The core business provides "data plumbing" to enterprise accounting firms and organisations in the financial sector.

My role as COO and CFO was to focus on building and managing and executing on the finance and operational functions which included customer success and support. I was also responsible for strategy, business planning, liaising with the board and shareholders, providing product management and subject matter expertise and sales.

Key successes:

- Built a SaaS business from concept to a fully operating business
- Guided the business through the growth stages of feasibility, product development, go to market/launch and customer adoption

- Secured a leading NZ bank and a Top 5 Australian accounting firm as customers, developing roadmaps and strategies for implementation, working with users on training, onboarding and putting the software into practice
- Setup and managed financial and commercial operations
- Successfully completed capital raising investment rounds
- Developed and building teams across multiple areas - finance, sales, product management and development, customer success and support
- Set up and managed the customer success area, engaging and growing our customers and providing product and technical support
- Established and managed relationships with top tier customers across Australia
- Grew a team from 4 founders to 13 staff

Aug 2013 - May 2014

Strategy and Execution Manager

Kiwibank

As Strategy Execution Manager, I was responsible for managing the processes associated with converting and cascading Kiwibank's overall strategy into detailed programmes, initiatives and plans to maximise the ability to achieve long term strategic objectives.

Key successes:

- Contributed to the Kiwibank 3 – 5 year Business planning processes at the Kiwibank corporate level, by working with the Finance team. This includes ensuring that the strategy is clearly articulated and directs the Finance Business Planning process
- Development of the distribution strategy
- Development of whole of business financial model (P&L, Balance Sheet, Capital) incorporating individual business units to manage the strategic planning process
- Developed short and medium-term strategy in a capital constrained environment
- Understanding the complexities of the financial regulatory environment that impacts on a Bank's operations
- Reported on developments in the market to ensure that targeted strategies and solutions are identified, and current strategies are kept up-to-date

Jun 2011 – Jul 2013

Strategy and Commercial Manager (Jul 12 – Jul 13)

Kiwibank – Retail Transformation Project across the NZ Post and Kiwibank store network

Key successes:

- Design and implementation of a new commercial model
- Design of new operating and business model
- Implementing economic models into business strategic planning to provide future cost and benefits of the retail network transformation
- Submission of business case requesting approval for funding for store transformation
- Solution development, commercial evaluation and project management of transformation of Post Shops in the Kapiti region

Strategy Analyst (Jun 11 – Jun 12)

Key successes:

- Advised the business in defining, testing and developing the future distribution strategy
- Development of Board papers to communicate the strategic story to senior members of the business
- Developed regional strategies to determine the viability of the network deployment to meet customer, market and business objectives

Earlier roles:

Mar 2011 - Jun 2011	Commercial Analyst (contracting covering maternity leave) <i>Z Energy</i>
Jan 2010 – Oct 2011	Owner <i>Red Ginger Restaurant</i>
Feb 2008 – Apr 2000	Insight Manager - Performance and Strategy

Telecom International (TNZI)

Sept 2002 – Jan 2008

*Finance Solutions Manager
Telecom Advanced Solutions / Gen i*

May 2000 – May 2002

*Financial Consultant - various contract roles
British Telecom – Consumer Division
Barclays B2B.com
State Street*

Jan 1997 – Mar 2000

*Senior Tax Consultant – Financial Services
PriceWaterhouseCoopers*