

# ROBBIE BERRIMAN

Berriman Internet Consulting Pty Limited (abn: 71 084 483 090)

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## CAREER PROFILE:

I'm an experienced | Agile Delivery Lead | Scrum Master who enjoys building, and continuously improving, teams who focus on being value-driven, deliver high quality outcomes, have satisfied customers, and work in cross functional, diverse and self-organising teams - either co-located or distributed - using a consistent and sustainable cadence across complex projects, minor works/enhancements and BAU work.

With over 35 years in the digital and IT, I have spent the last 8 years in various roles delivering customer value utilising a variety of Agile frameworks - including Scrum and Kanban.

I have attained both foundation Certified Scrum Master (CSM) and Advanced Certified Scrum Master (A-CSM) certifications through Scrum Alliance. I also have PRINCE2 certification, PMBOK training, and I've completed a Bachelor of Business Degree in Marketing and Management (double major) at the University of Technology, Sydney (UTS).

## AGILE EXPERIENCE

I am always striving to continuously improve the way teams adopt and adapt the Agile mindset in a sustainable manner at all levels - working with product owners, development teams, project stakeholders, senior managers and vendors. My strength involves utilising my breadth and depth of experience in a pragmatic way to transform both Agile teams and the organisation to achieve goals to satisfy our customers.

I get satisfaction from seeing others do well and to see them continually grow both personally and professionally at work, and I play both a key and subtle (servant style of leadership) role in achieving our goals.

I have experience in the following Agile Ways of Working:

- Guide teams, product owners and stakeholders in applying Agile principles, values, processes and practices:
  - Scrum
  - Kanban
- Facilitate/Guide Scrum events:
  - Sprint Planning
  - Daily Scrums
  - Sprint Reviews
  - Sprint Retrospectives
- Facilitate/Guide additional meetings:
  - Backlog Refinement
  - Scrum of Scrums
  - Combined Team Showcases (Setup & MC duties)
  - Brown Bag Sessions
  - Agile Practice Chapter Meetings
  - Quarterly Planning events
- Team dynamics:
  - Create and maintain teams who are value-driven, focus on satisfying our customers by delivering high quality outputs, collaborative, cross functional, diverse and self-managing.
  - Team identity
- Supporting the Team:
  - Fostering an environment for agile practices to thrive, help remove impediments and distractions, keep team on track to achieve Product and Sprint goals.
  - Conflict resolution management
  - Focus on collaboration, transparency, continuous improvement, inspect and adapt, sustainable and consistent cadence.
- Supporting Product Owners:
  - Help achieve product goals, quarterly planning
  - Help maintain the Product Backlog, elicit requirements, translate them to user stories.
  - Help maximise value.
- Supporting the Organisation
  - Implementing Agile delivery processes and practices
  - Coaching staff
- Facilitating, guiding and hands-on involvement with the following practices:
  - Servant leadership style
  - Facilitating workshops
  - Running effective meetings
  - Discovery activities
  - Story writing
  - Definition of Done
  - Estimating
  - Prioritisation
  - Reporting
  - Engineering practices
- Agile Testing approaches.
- Jira and Confluence administrator

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## ACCREDITATIONS & CERTIFICATIONS:

2019	Advanced Certified Scrum Master (A-CSM) Certification Authority: Scrum Alliance
2011	Certified Scrum Master (CSM) Certification Authority: Scrum Alliance
2010	PRINCE2 Registered Practitioner Certified Authority: Office of Government Commerce (OCG)

## EDUCATION:

1992	Bachelor of Business (Double Major in Marketing and Management) University of Technology, Sydney (UTS), NSW, Australia. (6 years part-time)
1986	Higher School Certificate Mosman High, NSW, Australia.

## SHORT COURSES & EXAMS:

4 April, 2019	Advanced Certified Scrum Master Course   <i>Scrum WithStyle</i>
10 December, 2013	Intensive PMP™ Course (5 <sup>th</sup> Edition)   <i>Bay3000 Corporate Education</i>
15 April, 2013	The Foundation for Agile   <i>Process People</i>
9 February, 2011	Certified Scrum Master (CSM) Course   <i>Scrumology</i>
5 May, 2010	PRINCE2 for Practitioners Course   <i>Codarra Advanced Systems</i>
29 April, 2009	Essential Digital Project Management Skills   <i>Australian Interactive Media Industry Association (AIPM)</i>
12 May, 2007	On The Road to PMP™ Certification   <i>Project Smart</i>
11 June, 2004	Intermediate Perl Programming Course   <i>Perl Training Australia</i>
20 March, 2003	Managing Multiple Projects, Objectives & Deadlines   <i>SkillPath</i>
11 February, 2003	Developing Business Cases   <i>The Optus College</i>
14 August, 2002	Managing Scope, Time & Cost   <i>The Optus College</i>
10 September, 2001	Advanced Project Management   <i>Australian Institute of Management</i>
19 December, 1997	Microsoft – Mastering Web Site Development Using Visual InterDev   <i>Aspect</i>
Others:	I have also completed courses for Microsoft Project (Advanced), Adobe Premiere Pro and the ePages eCommerce system.

## INTERESTS:

- Continuously improving my personal 'digital nervous system' to enrich my ways of working and lifestyle, working out at the gym and hiking.

## MEMBERSHIPS:

- Scrum Alliance: [www.scrumalliance.org](http://www.scrumalliance.org)
- Project Management Institute (PMI): [www.pmi.org](http://www.pmi.org)
- Meetups for Agile

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Work History Matrix and Table of Contents - this is an A3 page size to fit the table below:

Roles	Type	Proud to work with	Page No.	Areas	From	To	Roles (Months)				Total
							PM	BA	Agile/Scrum	Other	
Scrum Master	Contract	Virgin Australia	4	Digital – Airline, Travel and Loyalty Program	06-Dec-21	14-Jul-23			19		19
Scrum Master / Agile Delivery Lead	Contract	Optus   Optus Sport	5	Digital - OTT, Telco, Sports	03-Sep-19	26-Nov-21			26		26
Scrum Master / Iteration Manager	Contract	Telstra Media	6	Digital – OTT, Telco	14-Dec-16	30-Jun-19			30		30
Iteration Manager (Digital)	Contract	Fairfax Media	7	Digital – Media (newspapers, magazines, radio and internet)	25-Jan-16	9-Dec-16			10.5		10.5
Digital Project Manager	Contract	Seven Network	7	Digital – Broadcast Media, Sports	20-Jul-15	15-Jan-16	3		3		6
IT Project Manager	Contract	Woolworths   The Wine Quarter	8	Digital – Retail Logistics	12-Jan-15	10-Jul-15	6				6
Agile Project Manager	Contract	Yahoo7	9	Digital – Media (magazines), Sports	31-Mar-14	26-Sep-14			6		6
Senior Digital Project Manager	Contract	HotHouse Interactive	10	Digital – Digital Agency, Automotive (Toyota projects)	02-Sep-13	28-Mar-14	4		3		7
Digital Project Manager	Contract	Woolworths   BIGW	11	Digital – Retail, eCommerce (BigW eCommerce projects)	14-Jan-13	12-Jul-13	6				6
Senior Digital Project Manager	Contract	HotHouse Interactive	12	Digital – Digital Agency, Automotive (Toyota projects)	23-Apr-12	14-Dec-12	4		4		8
IT Business Program Manager	Contract	Optus	12	IT - Telco	16-May-11	3-Apr-12	12				12
Senior Business Analyst	Contract	Inspire Foundation	13	Digital – Mental Health, e-Health	15-Nov-10	13-May-11		6			6
Digital Project Manager	Contract	Optus	13-14	Digital - Telco	10-Aug-09	29-Oct-10	14				14
Digital Project Manager	Contract	C4 Communication	15	Digital – Digital Agency, Telco (Telstra projects)	2-Feb-09	5-Aug-09	6				6
IT Project Manager	Contract	Telstra	15	IT - Telco	23-Sep-08	16-Dec-08	3				3
Technical Business Analyst	Contract	Sensis	16	Digital – Search Engines	10-Oct-07	19-Sep-08		5	6		11
Digital Project Manager	Contract	Isobar (aka. Visual Jazz)	16	Digital – Digital Agency, Australian Defence Force (Army, Navy and Airforce projects)	19-Feb-07	9-Oct-07	8				8
Technical Business Analyst	Contract	Sensis	17	Digital – Search Engines	26-Jun-06	16-Feb-07		8			8
Account Manager	Full-Time	Ingena	17	Digital - Digital Consultancy, Telco (Telstra projects)	19-Dec-05	23-Jun-06				6	6
Technical Project Manager	Full-Time	eCorner	18	Digital – Retail, eCommerce	11-Nov-03	16-Dec-05	25				25
Product Development Manager	Full-Time	Optus	18	Digital - Telco	1-May-02	10-Nov-03				18	18
Product Manager		Optus	19		12-Oct-01	20-Apr-02				6	6
Senior Producer		Optus	19		12-Jul-00	11-Oct-01	15				15
Project Manager	Full-time	Mainstreet/Worldschool	20	Digital - Education	25-Oct-99	11-Jul-00	9				9
Senior Producer	Full-Time (10 years)	Microsoft	20	Digital - Software	23-Oct-89	24-Oct-99	60			12	72
Customer Service Supervisor			20	Software Support						48	48
Technical Officer		Amstrad		Hardware & Software Support	29-Jun-87	22-Oct-89				28	28
<b>Total Months</b>							175	19	107.7	118	419.5
<b>Total Years</b>							15	2	9	10	35

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## EMPLOYMENT HISTORY:

**Scrum Master – Virgin Australia (Contractor)**  
Sydney | [www.virgin.com.au](http://www.virgin.com.au)  
6 December 2021 – 14 July 2023

### Overview

Virgin Australia provides domestic and international flights, and a loyalty program - its head office is in South Brisbane, Queensland. I worked in the loyalty team for the Velocity Frequent Flyer (VFF) rewards program based in Sydney. The program allows points to be used to purchase airline travel, hotel nights, car hire, online shopping and make charitable donations. At the time, there were 7 squads (Scrum/Kanban teams) covering website and mobile app software development.

### Responsibilities

- Scrum Master for two squads - the VFF Mobile App and Web squads.
- Each squad makeup included Product Owner, Scrum Master, Business Analyst, Solution Architect, UX Designer, UI Designer, Tech Lead, Developers and Testers.
- Roles and responsibilities: covered Discovery and Delivery pipelines, Scrum events/ceremonies, quarterly planning, Agile CoE team building and planning days.
- Engagement scoring using Officevibe - feedback and analysis on team engagement and health metrics.
- In-person and online social events (team building events).

### Achievements

- Mobile App
  - Achieved the highest ongoing scores for Officevibe engagement and team metrics – positive vibes/culture (“buzz”).
  - The Android App hit and maintained a 4.0 App User Rating in the Google Play Store and iOS App maintained at 4.7 in the App Store, indicating users were getting value and positive experience from the apps.
  - Reward Store Integration – allowing users to easily “burn” (use) VFF points via the App.
  - SDK Upgrade – a mandatory Google/Android requirement.
- Website
  - Achieved second-highest scores for Officevibe engagement and team metrics – positive vibes/culture (“buzz”).
  - Virgin Australia re-brand for both Website and Mobile App.
  - Migration of old Content Management System (using Stellent) to AEM (Adobe Experience Manager).
  - Completed additional projects including Mileage Calculator, Comments & Feedback Form and VIP Tier Preferences Form.

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**Scrum Master / Agile Delivery Lead – Optus Sport – Video Delivery (Contractor)**  
**Optus (Macquarie Park) | www.optus.com.au**  
**2 September 2019 – 26 November 2021**

## Overview

Optus Sport has the English Premier League television rights in Australia, and a 24/7 channel that re-broadcasts the IMG (International Management Group) world feed. Optus Sport provides live and Video on Demand (VOD) streams for the following soccer/football competitions: Premier League, UEFA Champions and Europa Leagues (2019/2020), FA Women's Super League, J.League, K.League, UEFA Euro 2020 and Internationals via the Web, mobile devices (iOS, Android), Smart/Connected TVs, Fetch Set Top Boxes and Satellite - over 1m subscribers in October 2020.

## Responsibilities

- Scrum Master for the Video Delivery team covering the following areas: Video Engineering, Ad Tech, multi-CDNs, OTT headend/data centres, Automation and Data (engineering, analytics and reporting).
- Also work closely with the Apps Dev teams (iOS, Android, Web, Smart/Connected TVs, Fetch Set Top Boxes), Middle Layer (API backend), QA/Test, Dev Ops, IP Networks and Operations teams.
- Additional stakeholders include Program Management, Product, UX, Digital Content Production, Commercial, InfoSec, Risk and the following vendors: Amazon Web Services (AWS), Yospace (located in UK), Diagonal (located in India) and UBOC (part of Singtel Group, Singapore).
- Facilitate Scrum events (Sprint Planning, Daily Scrums, Sprint Reviews, Sprint Retrospectives), Backlog refinement, user story writing, quarterly planning, prioritisation of work, release management, Jira and Confluence administrator, reporting and providing status updates to external stakeholders outside of the Scrum teams.

## Achievements

- Scrum Transformation
  - Formalised Agile approach using Scrum and Kanban for teams in the Optus TV & Content department. Successfully refreshed and optimised processes (Scrum events, quarterly planning) and tools including Jira and Confluence.
- Live Streaming & Video On Demand for EURO 2020 Tournament
  - Scrum Master for the Video Delivery team that successfully broadcast the UEFA EURO 2020 and Copa America 2021, won by Italy and Argentina respectively. Key KPIs were achieved (platform stability, subscriptions, engagement, advertising sales, peak concurrency) and records were broken.
- Digital Advertising project
  - I was the Scrum Master on a multi-million dollar project that successfully launched a new advertising platform offering pre-roll and mid-roll Ads for Live video streams and Video On Demand (VOD) on Apple, Android and Web platforms.
- Ground Control
  - Developed and successfully launched a comprehensive operations dashboard showing the RAG status (Red/Amber/Green) across the full echo system stack, end-to-end, allowing the Operations and Video Delivery teams to monitor the general health of the systems and identify issues (incl. video streams, encoders, match schedules, Ads, live channels).
- AWS CloudFront and MSL4 CDNs (multi-CDNs)
  - Implemented redundant Content Delivery Systems using AWS CloudFront and MSL4 CDNs that are used if the primary Optus CDN and/or Akamai CDN fails. Also implemented AWS CloudFront CDN as an 'Origin Shield' to provide an additional layer in the CloudFront caching infrastructure to help minimise load, improve availability and reduce operating costs.
- Data (Engineering, Analytics and Reporting)
  - I was also the Scrum Master for the Data team who worked on many analytics and reporting requests including development of QuickSight dashboards and viewership reporting.
- AWS Elemental Encoder Software Upgrades
  - Successfully upgraded key system components in the national Optus Sport datacentres (hardware, software and networking) relating to the OTT Headend – incl. encoders, conductors, CDN edges and POP servers.
- BAU
  - I worked with the team to triage, troubleshoot and resolve production issues relating to video streaming used by Apps (iOS, Android, Web, set-top-boxes, smart TVs), CDNs, software development and engineering work.

# ROBBIE BERRIMAN

**Scrum Master / Iteration Manager – Product & Technology, Media Entertainment - Digital (Contractor)**  
Telstra (Sydney) | [www.telstra.com.au](http://www.telstra.com.au)  
14 December 2016 – 30 June 2019

## Overview

Telstra Media's flagship product, Telstra TV Box Office, is a video-streaming content service on the Roku, iOS and Android platforms (~1.5m Telstra TV customers in 2019) that integrates catch-up and on-demand movies and TV shows, live sport and free-to-air TV. Content is available from live Free-To-Air TV channels, Foxtel Now, Kayo, Netflix, Stan, Bigpond Movies, SBS, Anime Labs, YouTube and more. Similar products include Apple TV and Fetch TV.

## Responsibilities

- Scrum Master / Iteration Manager for 2 Scrum teams - Telstra TV and Bigpond Movies.
- The Scrum Teams were comprised of: Product Owner, Scrum Master, Business Analyst, UX Lead, UI Designer, Solution Architect, Front End Developers (x2), Backend Developers (x2), DevOps (x2) and Testers (x2).
- Facilitation of Scrum events (Sprint Planning, Daily Scrums, Sprint Reviews, Sprint Retrospectives), Backlog Refinement, Showcases, Scrum-of-Scrums, Scrum Master Agile Practice Monthly Sessions and Resource Review.
- Administration and management of Jira, Confluence, Slack, FunRetro and Miro (aka Realtime Board).
- Other software used included: Bluejeans, Microsoft Teams, Dropbox, Box, SharePoint, Bamboo, SharePoint, Microsoft Office and Google Apps.

## Achievements

- Awards
  - I receive 6 individual and group awards, including Group Managing Director Award for recognition of my "outstanding contribution to an awesome Super Netball App delivery"; Quarterly Award for "exceptional achievement and outstanding demonstration of Telstra's values"; Chief Operations Quarterly Award for "going above and beyond to successfully deliver Telstra TV2" project, "Super Sprint" Award, and 2 Employee of the Month Awards. Also a special "You're My Hero" thank you card from the GM – Product Innovation.
- Agile Transformation
  - Telstra Media group-wide Agile transformation in January 2018 involving a 1-week co-located kick-off of all staff from around the country at the Melbourne Office (64 people).
  - Build and grow high performing Scrum teams.
  - Coached and guided scrum teams to adopt new Agile Ways of Working and become self-organised.
- Telstra TV redesign and rebuild (multi-million-dollar project)
  - Re-design (UX, UI, Design).
  - Rebuild Roku App with custom components (pushing the limits of the Roku platform using BrightScript), mobile apps (iOS and Android) and websites.
  - Rebuild backend from monolith to microservices echo system (development of CMS, APIs, Apigee middleware, elastic search, Redis, MongoDB, authentication, multiple partner feeds integration and integration into legacy systems).
  - Re-platform to AWS.
- Voice launch (multi-million-dollar project)
  - Frontend and Backend (Microservices and API) Development of far-field and near-field Voice capabilities.
  - Integration of Google Home Mini with Telstra TV.
  - Voice command and control via Telstra TV mobile app and an enhanced Wi-Fi Remote Control.
- Development of new App Features and Platform Enhancements for Telstra TV
  - Contextual Offers; Live Pause; Recommendations; Smart Search (Actor, Director and Genre Galleries).
- BAU
  - *Including:* Production Issues, Production Deployments, Firmware Updates, Security Updates and Analytics (Google Analytics & Omniture).
- Sports Apps
  - Successfully launched the Super Netball App on Telstra TV, iOS and Android platforms.

# ROBBIE BERRIMAN

**Iteration Manager - Digital (Contractor)**  
Fairfax Media (Pyrmont) | [www.fairfaxmedia.com.au](http://www.fairfaxmedia.com.au)  
25 January 2016 – 9 December 2016

## Overview

Fairfax Media is one of the largest media companies in Australia and New Zealand, with investment in newspaper, magazines, radio and internet.

## Responsibilities

- I performed roles and responsibilities as an Iteration Manager for the Australian Community Media (ACM) division – “a leading rural, regional and agricultural newspaper and digital media business reaching more than five million people per month. ACM’s more than 160 regional publications and community-based websites include The Canberra Times, Newcastle Herald, The Courier and Illawarra Mercury along with approximately 130 community-based websites. ACM’s portfolio of agricultural publications includes The Land, Queensland Country Life, and Stock & Land”.

## Achievements

- Iteration Manager for team made up of Product Owner, UX/UI Designer, Technical Lead, Frontend Developers, Backend Developers, Testers and Dev Ops.
- Facilitation of Scrum events (Sprint Planning, Daily Scrums, Sprint Reviews, Sprint Retrospectives), backlog refinement, showcases, facilitating Discovery workshops, elicitation of requirements and writing up User Stories, estimating and sprint reporting.
- Helped secure project funding for Project Spring and the re-design/redevelopment of Fairfax Media’s regional & local news sites. The objectives of Project Spring was to grow engagement and revenue by optimising the UX/Design to increase traffic and introduce a new local ad product.
- Launched Illawarra Mercury News MVP site based on the following technologies: Responsive & Adaptive Web Design, Single Page Application, Front End Stack using Node.js, React, Redux and backend stack using Python/Django.

**Digital Project Manager (Contractor)**  
Seven Network (Pyrmont) | [www.sevenwestmedia.com.au](http://www.sevenwestmedia.com.au)  
20 July 2015 – 15 January 2016

## Overview

Seven Network is an Australian commercial free-to-air television network, who are owned by Seven West Media. Seven’s sister broadcast channels are 7TWO and 7mate and is a major purchaser of Australian sports broadcasting rights.

## Responsibilities

- Digital Project Manager for 7Tennis Mobile Apps (iOS and Android on smartphones/tablets), Responsive Websites and Social Media destinations.
- Digital Project Manager for 7Golf Mobile Apps (iOS and Android on smartphones/tablets) and Website.

## Achievements

- Launched 7Tennis mobile apps, 3 x responsive websites and social media destinations (Facebook, YouTube, Twitter, Instagram) for the 2016 Summer of Tennis. Ability to watch Seven’s live simulcast (Channel 7, 7TWO, 7mate) and Tennis Australia’s video streams (up to 16 courts) of the Hopman Cup (Perth), Brisbane International, Sydney International, Kooyong Classic (Melbourne) and Australian Open (Melbourne) tournaments. Also watch short form VOD highlights and browse photo galleries.
- Launched 7Golf mobile apps & website for 2015 Golf Tournaments. Three golf events were video streamed live from Seven’s simulcast of the Australian Masters (Melbourne), Emirates Australian Open (Sydney) and PGA Championships (Gold Coast). Average 5 stars with comments “*Simple, but works*” and “*Great app!! Does exactly what it says. Great to watch the golf on your phone!!!*”



# ROBBIE BERRIMAN

The Wine Quarter at Woolworths Limited (Surry Hills, NSW) | **IT Project Manager (Contractor)**  
www.thewinequarter.com.au  
12 January 2015 – 10 July 2015

## Overview

Woolworths is the largest operator of retail liquor stores in New South Wales, with more than 360 stores (as at 2015) operating under the BWS (Beer Wine Spirits) and Dan Murphy's brands as well as being home to the Wine Quarter (Cellarmasters, Langton's, Winemarket.com.au, and Dan Murphy's online).

## Responsibilities

- IT Project Manager for Cellarmasters working on the Planning, Scoping, High Level Solution Design & Business Case stages of a large program of work involving the feasibility of a new Cloud-based Transport Management System (TMS). The objective of this project stage was to develop a business case for the integration of a TMS into TWQ's current legacy systems, including their Route Planning, Warehouse Management, Financial and Business Objects systems.
- I Worked with the following areas of the business to achieve the above objectives: The Wine Quarter – Management; The Wine Quarter - Core Systems (IT); Nexday Logistics – Business; Nexday Logistics – Operations (national offices); Dorrien Estate Winery (based in South Australia); Woolworths Architecture & Design; Woolworths Procurement; and 3<sup>rd</sup> party vendors including Descartes Systems Group (Canada – software-as-a-service solutions for transportation & logistics); Bestrane (Melb - Consultancy Servicers/System Implementers); and Paperless Warehousing Group (Syd - Warehouse Management Systems).

## Achievements

- Completed Scoping and Business Case Stage.
- Worked with the project team to develop Detailed Business Requirements Document, High Level Solution Design, Work Flow Processes and Business Case (financials and presentation).



# ROBBIE BERRIMAN

**Agile Project Manager (Contractor)**

Yahoo7 (Millers Point, NSW) | [www.yahoo.com.au](http://www.yahoo.com.au)

31 March 2014 – 26 September 2014

## Overview

Yahoo7 is a joint venture between Yahoo! and Seven West Media (Australian entertainment and television broadcasting company). Yahoo!7 is an internet portal, providing email, online news, travel and retail services.

## Responsibilities

- Agile PM for Project Multipass (multi-device sites tailored for Desktop, Tablet & Mobile).
- Agile PM for Yahoo7 TV Guide Mobile App (iOS and Android platforms).
- Agile PM for FANGO Mobile App (iOS and Android).
- Agile PM for team made up of Product Owner, UX/UI Designer, Technical Lead, Frontend Developers, Backend Developers, Testers and Dev Ops.

## Achievements

- **Facilitation of Scrum Events**
  - Sprint Planning, Daily Scrums, Sprint Reviews and Sprint Retrospectives.
  - Other meetings included Backlog Refinement and Showcases.
  - Also helped writing up user stories, estimating, sprint reporting.
- **Yahoo7 Lifestyle Properties**
  - The goals of project 'Multipass' were to:
    - Release multi-device 'adaptive' sites tailored for Desktop, Tablet & Mobile experiences.
    - Improve the core technology to improve producer & developer workflows.
    - Standardise and improve the user experience across the network.
    - Meet all key business, sales and partner requirements.
    - Ensure ongoing innovation.
  - Completed the re-development and re-design of Yahoo7's Lifestyle properties to be multi-device enabled. The properties included: Sunday Night, New Idea, Better Homes & Gardens, Who, Famous, Women's Health, Men's Health, Practical Parenting, Prevention, Home Beautiful & Marie Claire (11 sites).
- **TV Guide Mobile App Rebuild & Re-design**
  - Helped with the development of the business case and its submission/presentation/approval to the Capital Review Board.
  - Re-developed and re-designed the Yahoo!7 TV Guide App for iOS (iPhone/iPad) and Android (Smartphones/Tablets) platforms.
  - Launched the Apps to the App Stores.
- **Multipass – Entertainment, Sports, Personal Finance & News Properties**
  - Worked with the stakeholders to develop the project plan and estimates for 'multipassing' Yahoo7's Sports and Entertainment sites, and also Kochie's Business Builders, Personal Finance and News (NZ) sites.
  - Sports sites included: AFL, Rugby League, Rugby Union, Soccer, Cricket, Tennis, etc (10 sites).
  - Entertainment included: Celebrities, Music and Movies

# ROBBIE BERRIMAN

Senior Digital Project Manager – Toyota Projects (Contractor)  
HotHouse Interactive (St Leonards, NSW) | [www.hothouse.com.au](http://www.hothouse.com.au)  
02 September 2013 – 28 March 2014

## Overview

HotHouse Interactive is an integrated, full-service, digital agency providing services in the following areas: Strategy & Planning, Mobile & Web Development, Media & Optimisation, Marketing & Content and Support & Maintenance.

## Responsibilities

- Lead Project Manager for the Toyota Communications (TCOM) & Events/Sponsorship Team, overseeing the following portfolios:
  - *Commercial Vehicles* (incl. HiLux, RAV4, Prado, Kluger, FJ Cruiser, LandCruiser, Tarago, HiAce);
  - *Passenger Vehicles* (Incl. Corolla, Yaris, Rukus, Prius v, 86);
  - *Locally Manufactured Vehicles* (incl. Prius c, Camry, Aurion);
  - *Events & Sponsorship* (incl. [www.toyota.com.au/events](http://www.toyota.com.au/events), [www.toyota.com.au/cricket](http://www.toyota.com.au/cricket)).
- I was also hands-on running projects as a Senior Project Manager for the Toyota Cricket Landing Page campaign (for the 2013/14 Ashes series), HiLux Technical API and the Pre-Production phase of the Corolla Sedan API & Brand Experience Piece.
- APIs in the Toyota world stands for 'Advanced Product Information' changes:
  - A '**Major API**' occurs when a number of new vehicles/grades are to be added to the Toyota sites (Web/Mobile) and iPad App.
  - A '**Technical API**' occurs when a vehicle that is currently live on the Toyota site needs to be revised.

Both APIs have the following information updated: Product information (features/key selling points), pricing, specifications, 360 exterior spinner, images, vehicle colours, videos, copy, QTVRs (interior 360 span), compare models, gallery, eBrochures, and videos (on YouTube, Toyota TV, Vehicle Hub and Brightcove).
- BEPs in the Toyota world stands for 'Brand Experience Pieces' that are shown when users visit a vehicle Hub (vehicle home page) that show off the vehicles personality, theme and branding. For example, the personality or theme of the Prado BEP is "Rugged Elegance" and its' vehicle features were grouped into Rugged and Elegance.

## Achievements

- **Cricket Landing Page for 2013/14 Ashes Series (campaign)**
  - Developed and launched Landing Page within a 3 week period.
  - Developed comprehensive VALID (Legally approved) documentation, scamps, UX, Creative/Design, Front End Development, copy, SEO and Analytics.
  - Videos distributed on the landing page (via Brightcove), Toyota TV and YouTube.
- **HiLux (Single & Extra Cab) Technical API (14/10/13)**
  - The most complex range with many vehicle grades and variants.
  - Completed Technical API change that involved implementing new copy, vehicle images, etc (as per API overview mentioned above).
  - Phased approach. Phase 1 used Silhouetted images because the VALID-approved (i.e. legally approved) images were not ready for launch. Phase 2 implemented the final VALID-approved CAD generated vehicle images.
- **Corolla Sedan API & Brand Experience Piece**
  - Developed Statement of Work, Cost Estimate and Time Line.
  - Obtained sign off by client.
- **Oversee the following Projects as Lead Project Manger**
  - FJ Cruiser – Technical API (7/10/13);
  - 86 Technical API (8/10/13);
  - Prado Technical API & Brand Experience Piece (24/11/13);

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- RAV4 Technical API (18/11/13);

**Digital Project Manager – BigW eCommerce Projects (Contractor)**  
Woolworths (Bella Vista, NSW) | [www.woolworths.com.au](http://www.woolworths.com.au)  
14 January 2013 – 12 July 2013

## Overview

Woolworths Limited owns the following businesses: Woolworths Supermarkets and Petrol, BIG W, Masters Home Improvements, Dan Murphy's, BWS, Cellarmasters, Langtons, ALH, Woolworths Money and Everyday Rewards.

## Responsibilities

- I was a Senior Digital Project Manager in the Corporate IT, Business & Technology Services (BTS) department working on end-to-end Online Shopping/Retailing (B2C & B2B + Web & Mobile) e-Commerce projects for the BIG W Portfolio of Work.
- Project management responsibilities included Business Case, Scope, Time, Cost, Quality, Resource, Communications, Risk, Procurement, Integration and Stakeholder management.

## Achievements

- **BIG W Online Range Expansion Program**

Developed the IT capability and operational processes to enable BIG W to expand its products sold online from 20,000 to 90,000 SKUs. Key to this was the new capability to split single 'Master Keycodes' into multiple 'variants' or SKUs in core IT systems (both internal and external vendors), regression testing of upstream/downstream systems and the operational processes for the DHL Fulfilment Centre to receive, put-away, pick, pack and deliver the products.

- **Improved Forecasting for the Inventory & Replenishment System**

Developed new logic and systems changes in the Inventory & Replenishment System to allow for more accurate Promotional Planning and Forecasting for BIG W Online, automating more of the processes that were performed manually. The legacy/core system is called CARS (Centrally Assisted Replenishment System) which is an ordering system producing suggested order quantities by product and by store/online based on Demand Forecast and Inventory data.

- **Big W eBooks**

Developed eBooks Site for Big W (offering 300K eBooks) based on Responsive Web Design (RWD) with eBooks available in EPUB and PDF formats and able to be read on all devices that support Adobe digital rights management (DRM). Worked with a 3<sup>rd</sup> party platform provider, OverDrive, based in Cleveland, OH, USA. The ebookstore offers a mix of international and Australian publishers.

- **Click and Collect**

Developed Click and Collect capabilities that allows customers to purchase products from the [bigw.com.au](http://bigw.com.au) website and collect them from the Layby/Courtesy Desk at their nominated BIG W store. Implemented the ParcelPoint parcel delivery platform which allows customers to select their nearest store via a 'widget' on the website and enables orders to be tracked starting from the customer's purchase to the picking/packing/dispatching of orders at the fulfilment centre, receipting the deliveries at the store and the customer pickup. During this journey email/SMS notifications are sent to the customer and order 'signals' traversing the BIG W and ParcelPoint downstream systems (e-commerce, logistics, financial, operations).

# ROBBIE BERRIMAN

**Senior Digital Project Manager – Toyota Projects (Contractor)**  
HotHouse Interactive (St Leonards, NSW) | [www.hothouse.com.au](http://www.hothouse.com.au)  
23 April 2012 – 14 December 2012

## Responsibilities

My role as Senior Digital Project Manager included:

- Undertake medium to large projects for HotHouse Interactive's largest account, Toyota.
- Provide end-to-end project management for the Toyota iPad Showroom Application project.
- Provide end-to-end project management for the Toyota Owners Portal project.

## Achievements

- The **Toyota Showroom App** is a virtual motor vehicle showroom developed on the Apple iOS platform for the iPad that was used as a sales tool at the 2012 Australian International Motor Show at Darling Harbour). It was a 3 month project with a hard deadline. The app included all current Toyota vehicle models, grades and colours and allows customers to view over 36,000 multimedia assets (images, videos, 360 interactive car models, panorama interior views). The iPad App contained features, specifications, disclaimers, accessories, multimedia galleries and enquiry forms. The App received 172,000 'page views' during the 10 day event. When needed I was able to 'deep dive' into areas that required my hands-on experience. I worked with the following areas: Toyota stakeholders, HotHouse Account Management/Client Services, Subject Matter Experts, UX, Creative, Brand, Design, Production, Development team (iOS/Objective C and Java teams), Analytics, Networking, Support, Testing and a number of external vendors.
- The **Toyota Owners Portal** is a secure area on Toyota.com.au that provides registered customers with information and services for their motor vehicles, including: vehicle details, service history, personal details, book a service, manuals, personalised offers and personalised communications. This project was a 2-month medium-sized project that entailed the development of a registration/login system, integration into Toyota's CRM system (Salesforce) and extensive end-to-end testing.

**IT Business Program Manager (Contractor)**  
Optus (Macquarie Park, NSW) | [www.optus.com.au](http://www.optus.com.au)  
16 May 2011 – 3 April 2012

## Responsibilities

Reporting directly to the Group Program Manager, ODM (Optus Digital Media), my role as IT Business Program Manager included:

- Manage program of work for Mobile Content Enhancements.
- Manage program of work for Directory Assistance migration to new Call Centre.
- Manage program of work for Digital Content 'Recharge Initiatives' for Optus Prepaid Customers.

## Achievements

- Completed 'Un-Zero Rating YouTube for Prepaid Mobile customers' project. The objective of this project was to allow the Optus Mobile Billing System (Atomic) to charge for YouTube usage on Prepaid phones. The project required the re-configuration and updating of Atomic, the Mobile Zoo portal, the My Account pages (secure mobile area for customers) and ICON (the interface for Customer Service Reps).
- Completed 'Off-Deck Video Streaming for Postpaid & Prepaid customers' project. The objective of this project was to provide the ability for Post-Paid and Prepaid subscribers to access and watch videos from external sites on non iPhone/Android phones. This feature was previously blocked to protect customers from bill shock when data charges were considered high. The project required the reconfiguration of firewalls to allow access to all RTSP (Real Time Streaming Protocol).
- Completed 'Mobile/Fixed Phone Directory Assistance - Migration to new Call Centre' project for Optus & Virgin Mobile customers. This project included the implementation of new voice/data trunks, application development and infrastructure changes to the following Optus & Virgin Directory Services products: 124YES, 124RED, 1223, SurePage and 124YES SMS.
- Undertook the Initial Investigation Phase for the 'Recharge Initiatives for Optus & Virgin Prepaid Customers' project. This project entailed the project activities for the Proposal Phase, Scoping Phases.

# ROBBIE BERRIMAN

**Senior Business Analyst - Digital (Contractor)**  
Inspire Foundation (Balmain, NSW) | [www.inspire.org.au](http://www.inspire.org.au)  
15 November 2010 – 13 May 2011

## Responsibilities

My key responsibilities included providing contract work in the areas of:

- Business Analysis, focusing on the technical domain.

## Achievements

I played key roles in the following successful deliverables:

- Development of the ReachOut.com Next Generation Business Requirements Document (BRD).
- Technical investigation of the current state of ReachOut.com.
- Vendor identification for the implementation of the Reach Out Next Generation project (for solution architecture, Web development, Mobile development, information architecture, development of new taxonomy, security auditing, copy writing and solution components to support the business requirements.
- Co-developed DoHA (Department of Health & Aging) E-Health Clinic proposal/tender response (\$31m) for the NBN (National Broadband Network).
- Co-developed e-Counseling proposal/tender response (\$20m) for DoHA (Dept. of Health and Ageing).

**Digital Project Manager (Contractor)**  
Optus (Macquarie Park, NSW) | [www.optus.com.au](http://www.optus.com.au)  
10 August 2009 – 29 October 2010

## Responsibilities

Reporting to the Executive Producer, Optus Digital Media, my key responsibilities included:

- Project Manager for the User Experience (UX) Design for the Optus One Portal project.
- Project Manager for the development of the Optus Application Store.
- Project Manager for the development of the Optus Developer Portal.
- Project Manager for the development of Optus Traffic View website.
- Project Manager for the development of mobile applications.

## Achievements included:

### *Project Management*

- During my contract at Optus, my key role and responsibility for all the projects that I worked on was to manage project teams comprised of Producers, User Experience Architects, Visual Designers, SEO Specialists, Accessibility Specialists, Business Analysts, Technical Solution Architects, Technical Writers, Copy Writers, Developers and Test Analysts.
- Project management duties included management of scope, costs, schedules, resources, communication, risks and issues, quality, procurement, stakeholder management and assistance with the business cases.
- Stakeholder management involved the following business units/teams: Consumer Marketing, Optus Business Marketing, SMB Marketing, Premium Partners Group, Web Operations/Digital Solutions, Online & Application Technologies, Portal & Site Management, Converged Services, Test, Legal, Regulatory, Information Security, Advertising & Sales and 3<sup>rd</sup> party vendors/partners/agencies including Cellmania, MIA and The Hiser Group.

### *One Portal – User Experience (UX) Design*

- Overview: Optus One Portal was a very large program of work with the objective to improve Customer Experience by providing a single web site for customers to access both the corporate Optus site ([optus.com.au](http://optus.com.au)) and the Optus Zoo content portal. Key to this was aligning in-scope online properties to ensure customers visiting the Optus site know they are visiting part of the Optus family of sites and how to get the other things they may be interested in, integrating a universal header structure that assists customers in segmenting themselves (consumer, small business or enterprise), allowing customers to search across the family of sites, a single customer identity and providing quick access to the four pillars of the Optus online experience,

# ROBBIE BERRIMAN

being the development of an invigorated shop/buy experience, customer centre, content (Zoo) and applications.

- My Scope of Work was to develop the User Experience designs for the Optus Home Page, Online Shop and Consolidated Customer Centre.
- I successfully met the UX Design timeline (including all internal milestones) and deliverables according to the aggressive project schedule/milestone plan! :) :
- The deliverables included:
  - Project managing a team 25 people, including senior Producers, UX Architects, Technical Writers, Visual Designers, Copy Writers and SEO specialists.
  - User Research, User Testing.
  - 32 UX Specifications (300 pages worth of wireframes, interaction behaviours).
  - 32 Functional Specifications; Design/Style Guides, Site Maps, Visual Design concepts and Copy Development.

## ***Optus Application Store***

- Successfully launched the Optus Application Store for Mobiles on 12/11/2009 and received positive feedback relating to my contribution and performance.
- The App Store allowed customers to purchase and download applications for use on their 2G and 3G enabled Symbian, Android, Blackberry, Windows media and Java handsets. Close to 1,000 applications were made available at launch. Categories included Games, Utilities, Entertainment, Music, Social Networking, Finance, Sports, Business, Lifestyle, Productivity, Education, Books, Weather, Navigation, Health & Fitness, Medical, Themes, Reference, Photography, News and Reference.

## ***Optus Developer Portal (Optus Partner Connect)***

- Successfully launched the Developer Portal (Optus Partner Connect) on 21/12/2009 and received positive feedback relating to my contribution and performance.
- The Developer Portal was promoted as “Australia’s first mobile operator portal designed to give developers the opportunity to showcase and sell their applications direct to the Optus mobile customer base”. The Developer Portal provides developers the ability to upload applications to the Optus Application Store which supports most major operating systems such as BlackBerry, Android, Windows, Symbian, Series 40 & 60 and high end Java.
- I developed the site map, wireframes, functional specification, project management documentation, and managed the creation of the visual design mock-ups for the for the Developer Portal Website.

## ***Project ‘Widget’***

- The scope of Project Widget was to develop a range of widgets for the new Android mobile operating system offered by Nokia, Sony Ericsson and Motorola. These Widgets were developed according to aggressive timelines so that they were designed, developed and tested to meet and align with the Device manufacturer’s timelines in order to be pre-installed onto their new flagship mobile devices for launch into the Australian market. An Agile development process was adopted to ensure we met these deadlines.
- The Following Widgets were developed:
  - Optus Self Serve Application (ported from the iPhone app).
  - Optus Usage Dash (both full view and mini-view widgets).
  - Optus Get Started (aka The Lounge) Personalisation Widget.
  - Banner Ad/ Promo Widget.
  - Customisation of the Sony Ericsson Timescape application for Optus.
  - RSS Feeds for news, entertainment and sports articles.

## ***Traffic View***

- Successfully launched Optus Traffic View on 9/9/2010, a national road traffic information service designed to deliver real-time view of traffic conditions by using live data collected from the Optus mobile network. It used a technology called Cellular Floating Vehicle Data (CFVD) to generate traffic information by anonymously processing vehicle data information from the Optus mobile network and analysing how fast or slow Optus customers were moving over time, then comparing this information to road networks. The service provides traffic and incident SMS alerts, traffic ‘heat maps’, presentation of alternative routes, travel times and the ability to save journeys. The project scope also included the solution development of a 14-day trial of the service.



# ROBBIE BERRIMAN

**Digital Project Manager – Telstra Projects (Contractor)**  
C4 Communication (Surry Hills, NSW) | [www.cfour.com.au](http://www.cfour.com.au)  
2 February 2009 – 5 August 2009

## Responsibilities

Reporting to the Executive Producer, my key responsibilities included:

- Creating proposals, budgets and timelines for digital projects.
- Managing project team resources to ensure they meet budget, deliverables and milestones.
- Preparing and documenting functional specifications, wireframes, IA designs and other related documents;
- Quality assurance and testing of the final product.
- Being the key production contact ultimately responsible and accountable for delivery.

## Achievements

I project managed the Customer Experience Centre, Phase 3 (CEC3) Project Team from the scoping phase to the successful completion and formal acceptance by Telstra Retail for the following projects:

- User Interface Upgrade – complete redesign of the system interface.
- Flash Framework Upgrade – complete upgrade of the flash framework to Actionscript 3 (AS3) including additional functionality.
- CMS and Custom Groups – upgrading the CMS to Umbraco and providing the ability for Telstra stores to update their own content.
- Advanced Comparison Tool – ability to compare different products and plans with easy to use drag and drop functionality.
- Hosted Infrastructure Migration – moving the entire infrastructure from C4 to Equinix.

**IT Project Manager (Contractor)**  
Telstra (Melbourne, VIC) | [www.telstra.com.au](http://www.telstra.com.au)  
23 September 2008 – 16 December 2008

## Responsibilities

Reporting to the Online Program Lead, my key responsibilities for Online projects included:

- Plan, execute, monitor & report progress to management.
- Manage scope, schedule, budgets, risks, issues, assumptions, dependencies and stakeholders.
- Complying with the Telstra SDLC and Technology Delivery Process (TDP) that is based on the PMBOK (Project Management Body of Knowledge).
- Building relationships with Senior Business Analysts, Senior Architects, Senior Test Leads, business stakeholders and vendors.

## Achievements

- Developed Business Case (BC) for the Telstra.com 'My Account' project for a very large project scope and budget. 'My Account' is a highly trafficked area of the Telstra.com site where customers log in to view and manage their account information and profile. The BC was approved for additional funding.
- Concurrently managed 3 projects: 1 large project (My Account) and 2 smaller projects (Username/Password Retrieval Enhancements and Mobile Phone PIN/PUK Retrieval Enhancements).
- The project team delivered the following artifacts that were required to be delivered in the Solution Definition Phase: Business Requirements Document (BRD), Business Requirements Review (BRR), Project Management Plan (PMP), Requirements Definition Document (RDD) – i.e. a functional specification, Requirements Traceability Matrix (RTM), Solution Impact Description (SID), commencement of Solution Architecture Document and the Business Case for the additional funding for the Solution Definition Phase.
- Managed project team made up of Business Analyst, Solution Architect, Release Manager, Application Manager, Subject Matter Experts, Project Managers from other business areas and the 3 external vendors.
- Provided extensive project management reporting using Integral (SAP R3 financial system) and Telstra's Enterprise Project Management (EPM) – a Project Management Information System (PMIS).
- Facilitated and presented weekly status report and separate weekly meetings for the project team and business unit.



# ROBBIE BERRIMAN

## Technical Business Analyst – Digital (Contractor)

Sensis (Melbourne, VIC) | [www.sensis.com.au](http://www.sensis.com.au)

10 October 2007 – 19 September 2008

### Responsibilities

Reporting to the Program Manager, Mobiles - my key responsibilities included:

- Undertake responsibilities and activities as a Senior Business Analyst for a large project (Sensis Search).
- Manage project team: made up of the following core project team members: Business Matter Experts (SMEs), Solution Architect, 2 x developers, Tester, Producer and Graphic Designer.
- Undertake the Business Case phase from inception to completion and successfully obtain approval and funding.
- Working with Product and Delivery teams throughout the duration of the project to ensure that project management and business analysis artifacts were defined, redefined and updated with each development iteration within the Sensis Mobile Agile Software Development Process.

### Achievements

- I successfully obtained business case (for Sensis Search) approval from Sensis and Telstra. The Business Case phase started on 10<sup>th</sup> October 2007 and approval was obtained on 17<sup>th</sup> January which was a great achievement within this timeframe (taking into account the Christmas/New Year period). I was a key player in preparing and submitting the business case for its successful approval.
- I worked with staff in the following areas: Mobiles group, Yellow Pages group, Project Management Office (PMO), product management, product development, producers, solution architects, information architects, designers, developers, testers, legal staff and the management accountant.
- The following project management artifacts were developed and maintained: Project Initiation Document (PID); Cost Estimates; Project Schedule; Resource Plan; Budget Planning and Tracking Spreadsheet; Updating project information in the Project Management system called Project Office; Project status reports; Project log reports (risks, issues, assumptions, dependencies and change request registers); Processing of timesheets; Generating Purchase Orders; Invoicing; facilitating Project Board Meetings.

## Digital Project Manager – Defence Projects

Isobar - aka. Visual Jazz (South Melbourne, VIC) | [www.visualjazz.com.au](http://www.visualjazz.com.au)

19 February 2007 – 9 October 2007

### Responsibilities

Reporting to the National Account Director my key responsibilities included:

- Defining and scoping projects with the the ADF (Australian Defence Force) and the DFR (Defence Force Recruitment).
- Suggesting creative solutions to the clients' opportunities and/or problems.
- Schedule work for a distributed team of 20 people (across Melbourne and Canberra), including Account Managers, Digital Strategist, Business Analyst, Designers, Programmers, Web Developers, Flash Actionsripters, 3D Animators, Testers and Production.
- Preparing cost estimates and quotes; preparing detailed project plans and invoicing.
- Preparing detailed project documentation.
- Running weekly status meetings both internally with the project team and with clients.

### Achievements

I was the Project Manager for the following Microsites:

- Defencejobs Web Site Redesign ([www.defencejobs.gov.au/](http://www.defencejobs.gov.au/)).
- Development of Sea Patrol Microsite ([www.defencejobs.gov.au/seapatrol/](http://www.defencejobs.gov.au/seapatrol/)).
- Development of the Defence Force Recruitment's Games Site ([games.defencejobs.gov.au/](http://games.defencejobs.gov.au/)).
- Development of Supreme Air Combat – Multiplayer, Flash-based Game development project ([games.defencejobs.gov.au/#/games/airCombatSP](http://games.defencejobs.gov.au/#/games/airCombatSP)).
- Development of ADF Gap Year Microsite (launched by Prime Minister) ([www.defencejobs.gov.au/education/gapYear/](http://www.defencejobs.gov.au/education/gapYear/)).
- Development of ADFA Webisodes site ([www.defencejobs.gov.au/campaigns/firstSixWeeks/](http://www.defencejobs.gov.au/campaigns/firstSixWeeks/));
- Development of ADF Media Centre: including video, photos, flash demos and brochures (<http://www.defencejobs.gov.au/media/>).
- Winning a 2-year extension of the Defence Force Recruitment (DFR) contract.

# ROBBIE BERRIMAN

## Technical Business Analyst – Digital (Contractor)

Sensis (Melbourne, VIC) | [www.sensis.com.au](http://www.sensis.com.au)

26 June 2006 – 16 February 2007

### Responsibilities:

Reporting to the Yellow Mobile Project Manager, my key responsibilities included:

- Senior Business Analyst for Yellow Pages Mobile search site (large budget).
- Act as the main conduit between the development team and business by translating business needs into software specifications according to the prescribed development methodology.
- Work closely with developers and QA teams to ensure that the product meets the agreed requirements and is fully tested.
- Capture functional and non-functional requirements for this new mobile Product.
- Specify the interface between the Application and the core, backend system for the purposes of building an API into that system.
- Capture and manage all issues & risks associated with the delivery of process and requirements.
- Working with Product and Delivery teams throughout the duration of the project to ensure that Business Analysis artifacts were defined, redefined and updated with each product development iteration.

### Achievements:

- Launched Release 1 of the Yellow Mobile site on 6<sup>th</sup> October, 2006.
- Launched Release 2 of the Yellow Mobile site on 15<sup>th</sup> February, 2007.
- A key project team member for the design, development and launch of the Yellow Mobile site from inception to completion.
- Assisted the Project Manager in running requirements workshops and core team meetings.
- Developed the Business Requirements Specifications (Release 1.0, 1.1 and 2.0) and use cases/stories;
- Co-authored the UI Specification.
- Developed the Test Checklist, Test data modelling and Test Scripts for Release 2.0.

## Account Manager – Telstra Projects

Ingena Group Limited (Melbourne, VIC) | [www.ingena.com.au](http://www.ingena.com.au)

19 December 2005 – 23 Jun 2006

### Responsibilities

Reporting to the National Account Director, my key responsibilities included:

- Account Manager for the Telstra Account. My key clients were the Producers responsible for managing the Telstra.com site.
- Set Sub-Account Goals and Plans in consultation with the Account Director, Business Manager and Ingena Consultants and Specialists. The sub-accounts I worked with were: Telstra Online Self Service Channel (OSSC), Telstra Self Service Online (SSO), Telstra Wholesale and Telstra Public Relations.
- Liaise with Telstra Producers, Product Managers and Marketing Managers to negotiate client acceptance of Proposals.
- Review and approve Project Management Plans, project deliverables and invoices.

### Achievements

- Account Management for the *Telstra.com Information Architecture & Shop Integration* project. I played a key role in working with the Telstra Self Service Online (SSO) project team, Ingena's project manager and information architect to complete the following deliverables: proposal, quotation, development of information architecture, wireframes, workflows and presentation. A final presentation was given to the Telstra SSO project team. ([www.telstra.com](http://www.telstra.com)).
- Collaboratively worked with the Telstra Wholesale Marketing Team to develop the technical roadmap that aligned with their '05/'06 online business objectives and brand changes. ([www.telstrawholesale.com](http://www.telstrawholesale.com)).
- Re-designed the Telstra Wholesale e-Newsletter.
- Completed full integration into the Telstra Wholesale Insight (CRM) system that linked to the Web registration system.
- Travelled to Sydney on a monthly basis to liaise with Telstra Wholesale.
- Developed RSS Generator and tracking system for Telstra Public Relation's *Now We Are Talking* website ([www.nowwearetalking.com.au](http://www.nowwearetalking.com.au)).
- Worked on various website enhancements for the *Now We Are Talking* website.

# ROBBIE BERRIMAN

**Technical Project Manager – eCommerce Projects**  
eCorner Pty Limited (Macquarie Park, NSW) / ePages GmbH | [www.ecorner.com.au](http://www.ecorner.com.au) / [www.epages.com](http://www.epages.com)  
11 November 2003 – 16 December 2005

## Responsibilities

Reporting to the Managing Director, my key responsibilities included:

- Technical Project Manager for Weight Watchers.
- Project management of all client (external) and internal projects for eCorner.
- Develop proposals and functional specifications.
- Facilitate weekly work-in-progress (WIP) meetings with the development and graphic design teams.
- Managing partners and vendors including ePages in Germany (parent company), Ixtens in the USA (a developer for ePages add-ons), Macquarie Telecom (data centre/Web hosting provider); TPP Internet (for domain name management); GeoTrust (for SSL certificates); WorldPay (payment gateway), Dialect (payment gateway), SAP BO (for SAP Business One ERP software), Sun Microsystems, Sybase, Hire Intelligence (for the procurement of hardware and software), eShop, Sydney University (student development project team), MessageMedia (an SMS gateway service) and ICE Systems (for the procurement of Red Hat Enterprise Linux Edition).
- Manage the Web hosting environment (data centre, rack space, dedicated firewall, networking, security, support, high availability, disaster recovery plan, backups and overall technical infrastructure).

## Achievements

- Project Manager for the upgrade of Weight Watchers e-commerce system from Intershop 4.3 to ePages 4.5 ([www.weightwatchers.com.au](http://www.weightwatchers.com.au)).
- Project Manager for the relocation of the Weight Watchers data centre from their head office in North Sydney to the Macquarie Telecom data centre in the city.
- Project Manager for the Implementation of the Weight Watchers site redesign ([www.weightwatchers.com.au](http://www.weightwatchers.com.au)).
- Project Manager for the development of the 'Weight Watchers for Men' Web site using ePages, Web and Flash technologies ([www.wvfm.com.au](http://www.wvfm.com.au)).
- Project Manager for the development of the Smart Visit Solutions Web site entailing e-commerce, multi-currency transactions, WorldPay payment gateway and extensive Web application development. ([www.seevancouvercard.com](http://www.seevancouvercard.com) and [www.seemelbourne.com](http://www.seemelbourne.com)).

**Product Development Manager, Mobile Products & Development**  
Optus Singtel (North Sydney, NSW) | [www.optus.com.au](http://www.optus.com.au)  
1 May 2002 – 10 November 2003

## Responsibilities

Reporting to the Product Development Group Manager, my key responsibilities included:

- Define a new products' functionality; access its' commercial viability.
- Propose it as a product development program to the Mobile Capital Resource Board (CRB) attended by directors and senior group managers; be its champion in the core project team development process.
- Be the Project Manager for small to medium projects to deliver them on time, on budget and to specification.
- Develop Marketing Requirements Specifications; develop revenue models and data usage forecasts.
- Conduct project scope workshops; be the Project Manager for Capital Review Board (CRB) projects.

## Achievements

- Development of a Wireless email service called OptusMobile to SMEs in June 2003.
- Completed Wireless IP VPN enhancements that included the implementation of static IP addressing and billing enhancements to GSMIS and Atlanta (provisioning/billing systems).
- Completed SMS Gateway enhancements which included alphanumeric header customisation, 3-DES (Data Encryption Standard) upgrade and automatic failover on the routers.
- Completed a Web-based and over-the-air (Wireless) provisioning and configuration of mobile devices (PDAs and Mobile Phones) for wireless computing services.
- Completed an Optus/Nokia FutureLab initiative to develop a suite of SMS games and services for Optus mobile phone users including SMS Dating, SMS Quiz and an SMS Pet game.
- Developed an SMS Chat service for Optus mobile phone users.

# ROBBIE BERRIMAN

**Product Manager, New and Emerging Technologies  
Consumer Value Added Services (VAS) & Product, Mobile Marketing**  
Optus Singtel (North Sydney, NSW)  
12 October 2001 – 20 April 2002

Reporting to the Manager, Consumer VAS & Data my key responsibilities included:

- Managing the Wireless E-mail products (POP3 E-mail, Web E-mail, WAP E-mail, E-mail to SMS).
- Managing the SMS products (SMS Broadcast, SMS Chat, SMS to E-mail, Web SMS and SMS Alerts).
- FutureLab: I was the main point of contact into the Consumer VAS & Data group for the FutureLab incubator projects, a joint venture between Optus and Nokia. I was involved in the creative ideas of innovative SMS games during a time when SMS became a hype and usage was exponentially increasing.
- Managing product development and product enhancements.
- Input into product strategies; Forecasting; Stimulation; Performance management; Pricing; Building revenue models; Conducting training and product demonstrations for the Sales teams.

## Achievements

- Met and exceeded marketing targets for wireless email product usage;
- Met and exceeded marketing targets for SMS product usage.

**Senior Producer, Mobile Internet & Data**  
Cable & Wireless Optus (North Sydney, NSW)  
12 July 2000 – 11 October 2001

## Responsibilities

Reporting to the Production & Programming Manager, my key responsibilities included:

- Managing internal/external design and technical teams.
- Running a structured production process (the Optus Program Delivery Process and Capital Efficiency Program).
- Continuously deliver on-time and on-budget enhancements to client Web sites, WAP sites and SMS projects;
- Regular status reporting to project sponsors.
- Enforcing milestones and deadlines on projects and maintain project plans.
- Developing functional specifications based on business requirements and addressing usability, design and technical issues.
- Developing System Integration Testing and User Acceptance Testing documentation based on the business requirements and functional specifications.
- Overseeing the testing, launch and ongoing maintenance of the products and services;
- Cost forecasting and management.

## Achievements

- Developed from inception to launch the Optus Zoo portal ([www.optuszoo.com.au](http://www.optuszoo.com.au)) for Optus mobile users that enabled them to access online services from the Web, SMS and Mobile. The site was initially developed for the Sydney Olympics 2000 that allowed Optus mobile users to obtain sporting event results, news and fun stuff on their mobile phones.
- Project management of Web and Mobile content providers for Optus Zoo (developing new services and obtaining regular content feeds for the Web, WAP and SMS), including: AAP, Sofcom, HMV, dStore, Travel.com, Westpac, Excite, Yahoo, MSN and TD Waterhouse.
- Developed new content services for the Web and WAP portals, and SMS services including: weather reports, news feeds, sports results (rugby league, rugby union, international cricket, English 'soccer' league, etc), horoscope, joke of the day, quote of the day, Westpac WAP banking, property news, motoring news, stock quotes, gig guide, restaurant guide, top 40 HMV music charts, movies, TV listings, and snow reports. Application development, content feeds and processes were required to be set up for each of these services.
- Developed a comprehensive production schedule for the Producer and Technical teams and reviewed the activities on a weekly basis in work-in-progress (WIP) meetings - I facilitated these meetings.

# ROBBIE BERRIMAN

**Project Manager – Digital (Contractor)**  
Berriman Internet Consulting Pty Limited (North Sydney, NSW)  
25 October 1999 – 11 July 2000

I worked as a project manager on a contract basis with the following companies as a project manager using my company infrastructure, Berriman Internet Consulting Pty Limited.

## **MainStreet Internet Services (3 Month Contract)**

MainStreet Internet Services was a Web development company specialising in Microsoft technologies to Web-enable and e-commerce enable companies. I was hired as a consultant project manager to manage the development team (4 developers) and designer for a number of their clients, including Greengrocer.com.au ([www.greengrocer.com.au](http://www.greengrocer.com.au)), Etrade ([www.etrade.com.au](http://www.etrade.com.au)) and Microsoft ([www.microsoft.com.au](http://www.microsoft.com.au)).

## **Worldschool (6 Month Contract)**

Worldschool.com Limited (now known as Tribeca, [www.tribeca.com.au](http://www.tribeca.com.au), and Kaplan Professional Financial Services) was an Internet Start-up company that developed a portal for high school students to access sound, quality educational resources via the Internet that entailed a soundly based learning methodology, student access to pre-qualified educational resources and a one-on-one live online personal teacher. Worldschool raised \$20m on the Australian Stock Exchange via an IPO (Initial Public Offering). I was hired as a project management consultant and technical lead for this venture and grew the technical group from one person (me) to 10 people.

**Senior Producer, Microsoft Australia Web Site - End User Marketing**  
Microsoft Australia Pty Limited (North Ryde, NSW) | [www.microsoft.com.au](http://www.microsoft.com.au)  
23 October 1989 – 24 October 1999

I worked at Microsoft for 10 years and performed a variety of roles during this time as follows:

## **Senior Producer (2 years)**

*Reporting to the Marketing Director, End User Marketing*

My key responsibilities included maintaining the Microsoft Australia Web Site, managing 1 Junior Producer and 2 Web Developers, liaising with departments within Microsoft Australia to contribute to the company-wide web efforts, liaising with Microsoft USA and external vendors including PR and Digital agencies and ensuring that development was in line with Microsoft.com's publishing guidelines.

Prior to the Senior Producer role, I held the following positions in ascending order:

## **Web Master / Frontend Developer (2 years)**

*Reporting to the Sales Partner Program Manager, End User Marketing,*

I was the **Web Master, Frontend Developer** and Web Editor for the Microsoft Australia Web Site. I was the original developer for the site. My key responsibilities also included transforming the marketing, sales and customer service information systems and documentation to Web-based technologies.

## **Info Oz Producer (2 years)**

*Reporting to the Sales Partner Program Manager, End User Marketing,*

Info Oz was an Intranet and CD-ROM based information service that was used by Customer Service and distributed to the reseller channels. It was developed using Help files and multimedia technologies. I was involved with the initial conception, development and launch of the service.

## **MSN Developer / Producer (6 months)**

*Reporting to the Sales Partner Program Manager, End User Marketing*

The MSN (Microsoft Network) was Microsoft's proprietary online service that was rolled out on Windows 95. My key responsibilities included the development of the Microsoft Australia MSN Site and transforming marketing, sales and customer service information systems and documentation to MSN technologies.

## **Customer Service Supervisor (2 ½ years in Microsoft Customer Service)**

*Reporting to the National Customer Service and Dealer Services Manager,*

I managed the Windows 3.1 Hotline Group (8 customer service reps) during Microsoft's high profile launch of this new operating system. My key responsibilities included supporting staff with 'challenging' Customer Service enquiries, training for staff and taking incoming calls.

## **Senior Customer Service Representative**

*Reporting to the National Customer Service and Dealer Services Manager,*

Taking customer service calls on a national basis. I received two 'Employee of the Month' awards for quality customer service. My key responsibilities included responding to telephone enquiries from customers and sales channel partners regarding products, pricing, licensing, & marketing activities.