

Tamara Lyster

Senior Project Manager & Delivery Lead

PROFESSIONAL SUMMARY

Senior Project Manager and Delivery Lead specialising in digital transformation with diverse domain experience across retail and FMCG, healthcare, technology, property, insurance and telecommunications.

I lead end-to-end delivery to drive successful business outcomes - overseeing project planning, governance, budget management, stakeholder engagement, risk management, and change control. With strong business analysis skills and technical fluency, I collaborate effectively with cross-functional teams, including architects and developers, to ensure clear requirements and solution alignment.

Skilled in Agile, Waterfall, and hybrid methodologies, I adapt my approach to meet project (and people) needs while maintaining focus on timelines, budgets, and quality. Proven ability to manage complex projects that deliver both customer-facing improvements and critical backend system upgrades.

CAREER AT A GLANCE

Oct 2024 - Jun 2025	Woolworths Group (Group Technology) Senior Project Manager
Dec 2022 - Jun 2024	Ramsay Health Care Senior Project Manager Delivery Lead
Since Nov 2022	Tortoise & Hare (CX Agency) Freelance Delivery Support
Jan 2016 - Oct 2022	Woolworths Group (WooliesX) Lead Business Analyst / Delivery Lead Chapter Lead / BA Manager
Mar 2015 - Dec 2015	McGrath Estate Agents Senior Business Analyst
Jul 2014 - Mar 2015	Hollard Financial Services Digital Project Manager & Business Analyst
Aug 2012 - May 2014	IBM, Australia Project Manager
Sep 2004 - July 2012	Dell Computers, Australia & Ireland Project Manager Online Business Manager

CONTACT

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EDUCATION

1995 - 1997
Bachelor of Media Arts
Waikato Institute of Technology
Hamilton, NZ

VALUE PROPOSITION

With extensive skills across both **project management and business analysis**, I am a 'well-rounded' delivery professional. Able to operate fluidly across both roles.

Deep career exposure to **retail, marketing, and customer loyalty technologies**.

Experience in '**pure**' **digital transformation** - taking a business from painful, paper-based tools and manual processes to digitised, optimised and automated.

Fascinated AI adopter, with particular interest in its **transformative potential across healthcare, mental health, and environmental sustainability**.

CORE SKILLS

TECHNICAL

- Non-technical background, but developed technical fluency over years of working with engineers, architects and developers.
- **Exposure to Emerging Technologies:**
 - Geo-magnetic indoor positioning (in-store product location via eCommerce app)
 - Radio frequency identification (for inventory management)
 - AI for CCTV monitoring (for in-store safety)
 - Optical character recognition (for paper to digital record system matching)
- **Technical Projects/Capabilities Delivered:**
 - Digital transformation (web and app customer channel development)
 - Real-time system integration
 - IAM (SSO / Active Directory)
 - Data migration
 - Architecture / infrastructure uplift
 - Cyber security / data privacy compliance

PROJECT MANAGEMENT

- Fluid operator across both Business and Technical Project Management:
- **Business Projects:**
 - Business case development
 - Scope / timeline / project plan development
 - 'Standing up' and embedding projects (establishing structure, cadences, governance)
 - Change management
- **Technology Projects:**
 - Management of technical resources / deliverables
 - Transition management (ie: to ServiceDesk, BAU Operations)
- **Project Management Essentials:**
 - RAIDD management
 - Vendor management
 - Financial management: monthly actuals and forecasts; reporting
 - Communication to executive levels (including C-suite)
 - Methodology: operated in both Agile and Waterfall environments
 - Tools: Proficient in Jira / Confluence; ServiceNow

BUSINESS ANALYSIS

- As a BA Manager / Principal BA, I have operated at the most senior level of the BA profession.
- **BA Manager / Principal BA / Chapter Lead:**
 - Establishing a business analysis practice from scratch and growing a team
 - Embedding best practice
- **Technical Business Analysis:**
 - Contribution to and review of solution design documents
 - System configuration specifications / data schemas / API maps
 - Non-functional requirements
- **Business Analysis Essentials:**
 - Workshop design and facilitation
 - Functional requirements and user stories
 - Business process mapping and AS-IS / TO-BE analysis
 - Training and user artefacts
- **Specialist Experience:**
 - Authoring complex RFP documentation
 - Digital transformation for legacy / paper-based business models



EMPLOYMENT HISTORY

Oct 2024 - Jun 2025

Woolworths Group
(Group Technology)

Senior Project Manager

Rejoined Woolworths Group as a Project Manager in the Stores Digital team (Group Technology), leading and contributing to several high-priority initiatives, including:

- **Oriient Location Services:** Led end-to-end delivery of Oriient—a 3rd party geo-magnetic indoor positioning solution, now integrated into the Woolworths eCommerce mobile app. It enables real-time, in-store product location and navigation with enhanced customer experience. Oversaw cross-functional execution across technology, product, business and vendor teams. Successfully **deployed Phase 1 to 315 stores across NSW/ACT**, establishing the foundation for national scale-up.
- **RFID Back-of-House:** Test phase Project Manager for the implementation of radio frequency identification (RFID) technology for store back-of-house. This is a long-term initiative to modernise inventory management across the Woolworths network. RFID tags (containing microchips) are embedded with product data and applied to stock. 'Cycle counts' are then performed via a handheld RFID 'sled' in line with store inventory 'routines'. Real-time data is transmitted to Store Central, Woolworth's proprietary inventory management platform, providing store and buying teams with more accurate data and insights for inventory reporting and stock ordering. Led the project team through complex engineering challenges to improve cycle count accuracy during testing. Drove multiple rounds of configuration adjustments and re-testing in collaboration with the Store Central team and vendors (Zebra & Fujitsu).
- **AI Computer Vision Safety POC:** Technology Project Manager for a proof-of-concept initiative exploring the use of AI to analyse store CCTV footage for real-time safety risk detection. The POC tested AI capabilities in identifying incidents such as spills, slips, violent behaviour, theft, and safety breaches (e.g. individuals walking in front of trucks or moving forklifts), with the goal of enabling proactive in-store safety interventions.

Dec 2022 - Jun 2024

Ramsay Health Care

Senior Project Manager |
Delivery Lead

As part of Ramsay's digital transformation strategy (Vision to 2030), I led the end-to-end delivery of two major digital health projects:

- **InPlace Network:** Managed the full implementation of InPlace Network, a student placement platform that allows hospitals and tertiary education providers to manage clinical learning placements for healthcare students. Reporting to the Program Director, I held end-to-end responsibility for delivery, including governance, budget and resource management, stakeholder engagement across multiple business and technology teams, system and user acceptance testing (SIT and UAT), and all change management activities.
- **Digitised Medical Records (DMR):** Delivery Lead for Ramsay's DMR program, a precursor to the longer-term strategic vision for end-to-end digital patient management. As the critical first-step, DMR is driving the shift from traditional paper to digitised medical records. It is a vendor-supported solution that scans and digitises paper records, storing the PDF scans in a secure cloud-hosted platform (Infomedix). Optical character recognition technology 'reads' the PDFs and enables essential patient information to be matched and ingested (via real-time integration) from the Ramsay Patient Administration System (PAS). The platform provides secure access to digital records for staff and clinicians via Active Directory/SSO, particularly critical in the event of patient readmissions and eliminating the need for paper records to be retrieved from archive. Led successful deployment to two pilot hospitals. **Key responsibilities included:**
 - Collaborated with stakeholders and the vendor to develop comprehensive business requirements and author the System Configuration Specification, governing the setup of the Infomedix vendor platform, including real-time data integrations into the PAS.
 - Led hospital site readiness activities (in collaboration with the national Health Information Management team) to prepare sites for onboarding onto DMR. This included auditing/cataloguing existing site-specific forms and coordinating initial scanning and digitisation activity.
 - Co-led program governance and controls alongside the Program Director, including RAIDD management and regular presentations to Ramsay Health Care's executive leadership (such as the Chief Policy Officer and GM of Clinical Informatics) at monthly steering committee meetings.



Since Nov 2022

**Tortoise & Hare
(CX Agency)**

Freelance Delivery
Services

I have occasionally partnered with the team at CX agency Tortoise & Hare to provide freelance delivery support for two of their key clients in the retail customer loyalty space.

- **Endeavour Group (ALH Hotels):** Conducted impact analysis to investigate and recommend the best single-tap payment solution for digital wallet capability within the Pub+ app. Pub+ is the member benefits program offered by ALH Hotels.
- **Techtronic Industries (Ryobi):** Developed high-level business requirements for an enhanced member benefits program for the power tools brand Ryobi. Scope of work included customer use cases, brand and marketing, operational requirements, data insights and predictive modelling / technology requirements.

Jan 2016 - Oct 2022

**Woolworths Group
(WooliesX and Everyday
Rewards)**

Lead Business Analyst
and Delivery Lead

BA Manager and
Chapter Lead

As **Lead Business Analyst** for the Everyday Rewards program, I developed deep domain expertise in loyalty and customer engagement from 2016 onward. My role combined traditional business analysis with a hybrid Delivery Lead function, supporting end-to-end project delivery—from inception and scope definition through to build, testing (SIT and UAT), change management, and final rollout.

I also served as **BA Manager** and **Chapter Lead**. Beginning in 2017 with leadership of two Senior BAs, my team expanded to 12 by 2020, coinciding with the Agile transformation across **WooliesX**. As Chapter Lead, I was responsible for defining and embedding best practices and methodology for business analysis across the Everyday Rewards program. This included Agile-specific approaches such as evolving user stories and iterative delivery, as well as loyalty-specific techniques.

Key projects / achievements:

- **Everyday Rewards Relaunch (2016):** Lead Business Analyst for the relaunch of the Everyday Rewards program, including core features that remain today—earn 1 point per \$1 spent and redeem \$10 at 2,000 points.
- **Frequent Shopper Club Transformation (2017):** Lead Business Analyst and Delivery Lead for the digital transformation and modernisation of Tasmania's legacy loyalty program, the Frequent Shopper Club. This included:
 - Mapping AS-IS business processes and system scenarios (dating back to 1992)
 - Migrating 250,000 members from a DOS-based system to the modern Everyday Rewards technology stack and Loyalty Management System (LMS)
 - Developing digital customer engagement channels for F\$C
 - Transitioning from paper vouchers to digital loyalty cards (including POS enablement)
- **Tasmania Loyalty Strategy Rollout (2020):** Lead Business Analyst and Delivery Lead for the decommissioning of the Frequent Shopper Club and full implementation of Everyday Rewards (EDR) in Tasmania. This involved cutover to the EDR customer engagement channels and back-end architecture / data capabilities.
- **EagleEye RFP & Hyper-Personalisation Platform (2020):** Authored the initial RFP requirements document that led to the selection of **EagleEye**: Woolworths' master platform for management of the Everyday Rewards program and for real-time, AI-driven customer offers across the Group. The platform enables Woolworths' strategy of 'hyper-personalisation at scale' - leveraging customer data to match the 'right offer' to the 'right customer' in the 'right channel.' This work was the culmination of numerous complex workshops involving multiple business and technology areas - including strategy, marketing, legal, Group IT, finance, store operations and customer service.
- **SPAM Act Compliance Taskforce (2020):** Contributed to Woolworths' response to an ACMA enforceable undertaking for SPAM Act breaches. Facilitated workshops and led requirements gathering to define business processes and system changes required to achieve and ensure ongoing legal compliance.
- **Sustainability Lead (2021):** Defined the initial sustainability strategy for Everyday Rewards. This included driving digital adoption (encouraging app-based card scanning) and exploring reclamation options and incentives for plastic card reduction.



Mar 2015 – Dec 2015

McGrath Estate Agents

Senior Business Analyst
(Contract)

Part of the website transformation team that launched the brand new **McGrath website** (www.mcgrath.com.au) in preparation for McGrath's ASX listing as a public company in December 2015.

- Stakeholder-driven project that required intensive preliminary engagement and workshops with all major business areas (marketing, operations, finance, property sales and management) to ensure business requirements were gathered, understood, and translated into user personas, stories, and wireframes (all usability work produced internally as part of the BA function).
- Conducted technology workshops with key technology partners, including the solution architect, .NET developers, front-end developers, and back-end database experts. In partnership with the technical business analyst, I developed non-functional requirements and contributed to the solution design document.
- Developed the test plan and all use cases, and worked closely with the test lead through all phases of SIT and UAT.
- Developed complex process maps of McGrath's current state offline and digital business processes (ie: how vendors and buyers complete required paper-based forms and documents for a property sale or purchase), in readiness for planned future upgrades to back-end infrastructure.

Jul 2014 – Mar 2015

**Hollard Financial
Services
(now Greenstone)**

Project Manager &
Business Analyst
(Contract)

Spearheaded an early transformation of the insurance aggregator website **Choosi** (www.choosi.com.au). This was a hybrid Project Manager role that also required me to support all business analysis functions.

- Led all aspects of the transformation, including project governance, planning, team and vendor management, and stakeholder engagement to the executive level.
- Core business analysis responsibilities included facilitating stakeholder workshops and requirements gathering, documentation of business requirements and functional specifications, test planning, and use case development.

Aug 2012 – May 2014

IBM, Australia

Digital Marketing &
Project Manager

Strategic and tactical responsibility for all aspects of the digital marketing function for **Global Process Services (GPS)** across Australia and New Zealand.

- Ownership of the end-to-end digital experience for clients, including the visual layout of the website and development of all content.
- Planning and execution of yearly and quarterly digital strategy plans, with the following key functions: website management and development strategy, social media strategy and social media content development, paid and organic search optimisation, content strategy and development (videos, infographics, etc) and online marketing.
- Spearheaded the use of personalisation within IBM Australia, leveraging personalised landing pages as a lead generation tool for events and campaigns. Leveraged first within GPS, this approach was adopted by other business units.



May 2010 – July 2012

**Dell Computers,
Australia**

Project Manager, Global
eCRM (Contract)

Business Analyst, Global
Digital Privacy
Compliance (Contract)

Returned to Dell Computers in a contract capacity, providing project management services for the Global eCRM organization.

- Drove the global roll-out of the **'Saved Cart Expansion'** project – a Europe-based initiative to drive uplift in the volume of permissible emails associated with Saved Cart reminders. Realized \$1.3 Million incremental Rev\$ from this launch.
- Spearheaded the development of a new **privacy governance framework for the Global eCRM organisation**, to ensure all digital projects spearheaded by the eCRM unit were compliant with privacy legislation in specific countries.
 - Oversaw the upgrade of all EMEA websites to ensure compliance with new European laws regarding specifically notifying users when cookies are served on the users computer.
 - Served as the liaison between the eCRM unit and Dell Privacy / Legal to ensure online privacy compliance for all eCRM projects

Aug 2008 – Apr 2010

Freelance Digital
Business Analyst /
Project Manager

Delivered digital strategy, business analysis and project management solutions for a range of Australian national brands including Commonwealth Bank, St.George Bank, ABC, Kellogg's All Bran, Telstra and Hills Limited.

Sep 2004 – July 2008

**Dell Computers
(Ireland & Australia)**

The following roles were marketing leadership roles that included product development, project management and delivery responsibility. It was exposure to business analysis and project management practice at Dell Computers that led to my career shift into delivery.

- **Enterprise Business Editor, Global Small Business Online (Australia)**
 - Led the Enterprise component of the global Small Business Site Transformation project, an executive-sponsored initiative to standardize all online layouts and formats for the Dell worldwide business.
 - Led the launch of interactive chat technology in SMB.
- **Services Business Manager, EU Home and Small Business Online (Ireland)**
 - Owned the European online Services business unit - including managing the Services online P&L and achieving an annual revenue target of \$14 million with YoY growth at 10-12%.
 - Management of all daily operational activities for Services within the online channel (pricing updates, promotion, information architecture and usability, user testing, content updates, legislative updates).
- **Services/Finance Content Manager, EU Home and Small Business Online (Ireland)**
 - Managed all online content for Services and Finance within European Home and Small Business: warranties, recycling, asset recovery and finance information.
 - Leveraged new innovations in digital technology to create new customer-centric tools and content (e.g. an interactive "Which Warranty is Right for Me?" selection tool).
- **Client Brand Manager, UK Preferred Accounts Division (Ireland)**
 - Channeled product information and updates to the sales floor via multiple communication vehicles.
 - Developed training plans, tools and strategies to aid sales teams in achieving revenue and margin targets.

