TAMARA LYSTER

Project Manager and Business Analyst
with over twenty years experience
in growing digital transformation solutions.

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PROFILE SUMMARY

Transformation specialist: Leading and supporting digital transformation initiatives is the central focus of my career. I have delivered front-end customer experience enhancements and new value propositions through to foundational back-end capability enhancements including platform upgrades and data migrations.

Cross-functional expertise: Primarily a specialist in **project management and business analysis**, my work has spanned the cross-functional spectrum of digital delivery, including product and change management.

Diverse industry experience: I have delivered digital capabilities across a broad range of industries including health care, loyalty programs, retail / FMCG, hospitality, property, insurance, technology and telecommunications.

Business expertise balanced with technical capability: while I do not have a technical background, years of working with tech BAs, solution architects, engineers and developers has enabled me to build a strong technical understanding - including contributing to and validating technical specifications, solution design documents, data schemas, system sequence diagrams and API specifications.

Agile and ready: I was fortunate to experience Agile transformation as part of the teams at WooliesX and Ramsay Health Care. I'm Agile-ready, but not wedded to a specific methodology. My approach is to employ the right tool for the job, be it Agile, Waterfall or a hybrid of both.

CAREER HIGHLIGHTS

Dec 2022 - Jun 2024	**Ramsay Health Care** Senior Project Manager | Delivery Lead | Senior Business Analyst	
Since Nov 2022	**Tortoise & Hare (CX Agency)** Provided Freelance Business Analysis Support	
Jan 2016 - Oct 2022	**Woolworths (WooliesX and Everyday Rewards), Sydney** Lead Business Analyst | Chapter Lead / BA Manager	
Mar 2015 – Dec 2015	**McGrath Estate Agents, Sydney** Senior Digital Business Analyst	
Jul 2014 – Mar 2015	**Hollard Financial Services, Sydney** Digital Project Manager & Business Analyst	
Aug 2012 – May 2014	**IBM, Australia / Contentrix Corporation, Global** Digital Project & Marketing Manager	
May 2010 – July 2012	**Dell Computers, Australia** Senior Digital Business Analyst & Project Manager, Global eCRM	

FULL EMPLOYMENT HISTORY

Dec 2022 - Jun 2024   **Ramsay Health Care**
                             Project Manager / Delivery Lead / Senior Business Analyst

The shift into health care was extremely rewarding. Ramsay is in the early phases of a multi-year digital transformation program that unpins their strategic vision and roadmap to 2030. During my time at Ramsay I served primarily in Project Manager / Delivery Lead roles.

Responsibilities and key achievements:
- Project Manager for the build and deployment of InPlace Network, a student placement platform that allows hospitals and tertiary education providers to manage clinical placements for health care students.
- Delivery Lead for the build and deployment of 'Digitised Medical Records' (DMR). This is a key program in Ramsay's digital transformation roadmap, designed to transition hospitals from traditional paper-based medical records to secure digital records. The digitisation of medical records is a fundamental step forward in the secure administration of highly confidential and sensitive patient data. It streamlines processes for both clinicians and medical record administrators, massively reduces paper footprint and underpins digital transformation in health care. The capability is deployed to two hospital sites to date with a further 10-15 to be delivered over the next 12 months.
    - DMR is a vendor solution that scans and converts a paper medical record then stores the digital record in a secure cloud-hosted solution. The DMR platform also integrates with the Ramsay Patient Administration System (PAS) to ingest and store real-time patient data, including demographic information and admission status. The DMR interface also allows the Business (primarily medical record administrators and clinicians) to securely access (via Active Directory/SSO) the new digital record in the event of patient readmission.
    - Both a Business and Technology project it involved close collaboration with a range of stakeholders including the national Health Information Management team (HIM) and various Ramsay technology teams (Architecture, Enterprise, Security).
    - In collaboration with stakeholders and the vendors, I developed the business requirements and the 'System Configuration Specification' document which governs how the vendor platform (Infomedix) is configured (including real-time data integrations).
    - Responsible for multiple streams of program delivery (in partnership with the Program Director), including:
        - System configuration (including related process development such as scanning procedures, processes for validating digital records and user access rules)
        - Hospital site readiness (liaising with hospital medical record teams on site-specific activity necessary for on-boarding onto DMR including auditing and cataloging forms)
        - Testing (developing test plans and test cases for SIT and UAT and participating in UAT)
        - Change management (including developing the change management and communications strategy, and collaborating with the Project Health Information Manager on the development and delivery of end-user training)
    - Responsible for managing the site readiness roadmap (order of hospital site go-live onto DMR) and facilitating weekly check-ins with hospital stakeholders and executives (including hospital CEOs, Clinical Directors and Finance Directors)
    - Jointly responsible (with the Program Director) for governance and controls including RAIDD management and presenting to Ramsay Health Care senior executives (including the Chief Policy Officer) at monthly steering committees.

Since Nov 2022   **Tortoise & Hare (CX Agency)**

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

- **Endeavour Group (ALH Hotels):** Conducted impact analysis to investigate and recommended 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. This work documented required capabilities for all levels of the program, including customer use cases, brand and marketing, operational requirements, data insights and predictive modelling and technology requirements.

Jan 2016 - Oct 2022   **Woolworths (WooliesX and Everyday Rewards), Australia**
                               Lead Business Analyst / BA Manager (Contract and Permanent)

As a **Lead Business Analyst,** I was fortunate to have been part of the Everyday Rewards team since 2016 with the opportunity to build deep expertise in the loyalty domain. As a **BA Manager | Chapter Lead**, I was responsible for growing and managing a team of up to twelve Senior BAs. Responsible for all HR, admin and development functions - with a specific focus on capability uplift and best-practice specific to BAs with a loyalty focus.

WooliesX is an **Agile organisation**, having undergone Agile transformation in 2017. Agile was directly applied to the business analyst 'way of working', ie: in making the shift from Waterfall based requirements definition in a discovery or design phase to iterative user stories and artefacts that evolve throughout the product life-cycle.

Responsibilities and key achievements:
- Part of the team that relaunched the Everyday Rewards program in 2016, including the introduction of the core mechanisms that are used to this day (1 point per $1 spent and redeem $10 when you reach 2000 points).
- In 2017, I led the digital transformation and relaunch of the Frequent Shopper Club (FSC), the Tasmanian version of Woolworths loyalty that had operated since 1992. This included the back-end migration of 250k members from an old DOS-based database to the modern Woolworths stack along with the front-end development of new digital channels (upgrading from a paper-based voucher system).
- In 2020, I acted as both Project Manager and Business Analyst to oversee the final evolution of loyalty strategy for Tasmania - which was the complete decommission of FSC and the full roll-out of the Everyday Rewards program in 2020.
- Wrote the initial RFP document that resulted in the selection of EagleEye as the vendor who will ensure that Woolworths can deliver against its long-term strategy of 'hyper-personalisation at scale' for real-time offers. EagleEye is the platform that supports points and dollar balances for Everyday Rewards - and hosts/stores all customer-level bonus point offers. EagleEye speaks directly to both in-store POS/eCommerce to enable the allocation of offers in real-time, at the point of transaction. The investment in EagleEye means that Woolworths can shift from basic personalisation where offers are targeted to segments of customers - to true, real-time hyper-personalisation where offers are targeted to the unique needs and preferences of the customer as an individual. This work was the culmination of numerous complex stakeholder workshops and requirements elicitation sessions, over multiple business and technology areas - including strategy, marketing, legal, Group IT, finance, store operations and customer service.
- Part of the early task force that responded to the fine and enforceable undertaking imposed by the ACMA due to breaches of the SPAM Act in 2020. My work included stakeholder workshop facilitation and requirements gathering to define what functional changes Woolworths must apply to ensure compliance with the SPAM Act.

Mar 2015 – Dec 2015   **McGrath Estate Agents, Australia**
                               Senior Digital Business Analyst (Contract)

Part of the website transformation team that launched the brand new 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 and representatives from the property sales agents) 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 documentation and all use cases, and worked closely with the test lead through all phases of testing and UAT.
- Delivered complex process maps of McGrath's current state offline and digital business processes (ie: how sellers and vendors complete required forms and documents relating to a property sale or purchase), in readiness for planned future upgrades to back-end infrastructure.

Jul 2014 – Mar 2015   **Hollard Financial Services, Australia (now Greenstone)**
Senior Business Analyst & Project Manager (Contract)

- Spearheaded the transformation of the insurance aggregator website www.choosi.com.au.
- Core business analysis responsibilities included facilitating stakeholder workshops and requirements gathering; documentation of business requirements, and functional specifications; testing planning and use case development.
- Project managed the transformation from scoping and planning, to day-to-day execution including team and vendor management, stakeholder engagement, governance and all communications and project reporting.

Feb 2014 – May 2014   **Concentrix Corporation (IBM role transferred due to Concentrix acquisition)**
Global Digital Marketing & Project Manager

- Reporting to the Senior Vice President of Marketing, this role included responsibility for establishing all aspects of company digital infrastructure at the worldwide level - including strategy development and project managing full tactical execution. The broader digital channel for Concentrix was still largely in its infancy.
- Responsibilities encompassed strategy development and tactical execution for website development, content optimization, social media, SEO, online marketing and online demand generation.

Aug 2012 – Feb 2014   **IBM, Australia**
Digital Marketing & Project Manager, Australia & New Zealand

- 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 and prospects, including the visual layout of the website and development of all content.
- Planning and execution of yearly and quarterly digital 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**
Senior Project Manager, Global eCRM (Contract Consultant)
Business Analyst, Global Digital Privacy Compliance (Contract Consultant)

- Was asked to return to Dell Computers in a contract consultant 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

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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, Kellog's All Bran, Telstra and Hills Limited.

Sep 2004 – July 2008   Dell Computers (Ireland and then transferred to 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 'official' career shift into digital delivery.

Enterprise Business Editor, Global Small Business Online (Sep 2007 – Jul 2008: 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, Europe Home and Small Business Online (Oct 2006 – Aug 2007: 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, Europe Home and Small Business Online (May 2005 – Oct 2006: IRELAND)
- Managed all online content for Services and Finance within European Home and Small Business: warranties, recycling, asset recovery, finance information.
- Leveraged new innovations in digital technology to create new customer centric tools (e.g. an interactive "Which Warranty is Right for Me?" selection tool).

Client Brand Manager, UK Preferred Accounts Division (Sep 2004 – May 2005: IRELAND)
- Channeled product information and updates to the sales floor via multiple communication vehicles.
- Developed training, tools and strategies to aid sales teams in achieving revenue and margin targets.

QUALIFICATIONS

Mar 1995 - Nov 1997   Bachelor of Media Arts
Waikato Institute of Technology, Hamilton, New Zealand
Major in Advertising and Public Relations

REFERENCES

References can be provided on request.