

## DEIDRE WHITE

### SENIOR PRODUCT OWNER (CSPO)

PRODUCT MANAGER / PRINCE2 / AGILE ANALYST

#### ABOUT ME

With over 20 years of experience, I have dedicated my career to leading teams solve problems and deliver meaningful digital transformations, fit-for-purpose products and services to our customers and end users in creative and innovative ways.

By leveraging methods such as UX with CX/HCD, along with my Certified Scrum Product Owner (CSPO) certification as well as degrees in Product Management and Project Management; I can effectively respond to evolving customer needs, government and compliance changes.

If you are looking for someone who leads with transparency, removes ambiguity, and fosters a culture of shared ownership around strategic goals, I would be thrilled to bring my passion for HealthTech to your team.

#### CONTACT

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#### SOCIAL MEDIA

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## EXPERIENCE

### TELSTRAHEALTH (HEALTHTECH)

PRODUCT OWNER: RESIDENT MANAGER — PRIMARY AGED & COMMUNITY CARE

JUNE 2022 - NOW

*Manage the product lifecycle and delivery of the Resident/Patient Manager software within the primary aged and community care department.*

- Manage a diverse onshore and offshore team through sprint releases, epics, stories, and features to successfully deliver the 'Resident Manager' product for aged, disability, and community care.
- Ensure timely product compliance with changes in government legislation, including rate adjustments and updates.
- Collaborate with Product Owners, Product Managers, Analysts, Implementation teams, and Sales to drive product success and alignment.
- Coordinate and manage product releases, ensuring thorough documentation and effective communication.
- Engage with a diverse range of stakeholders, from senior executives to end users, to gather requirements, negotiate priorities, and align product strategies with business goals.
- Contribute to annual planning at both functional and organizational levels to align with company objectives. Leverage planning expertise to translate strategic OKRs into Epics, resource requests, and quarterly dependencies.
- Conduct regular reviews of product performance, gathering user feedback and identifying opportunities for continuous improvement from various user groups, including sales, marketing, and customer service. Utilize insights from market and competitor analysis to create and maintain a strategic product roadmap that is fit for purpose.
- Work closely with UX designers to provide context and user cases for developing human-centered design wireframes and prototypes. Assist in user validation sessions with key internal and external stakeholders to ensure design validation before development.
- Ensure the timely delivery of product features by removing roadblocks and facilitating efficient collaboration within the team and with strategic partner teams as needed.
- Mentor and guide the team toward a shared purpose, fostering participation, trust, and collaboration among diverse skill sets and personalities. Address performance issues and support the growth of a self-managing, high-functioning team.

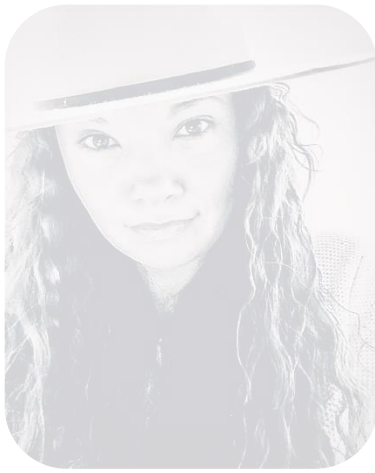
### COMPASS EDUCATION (EDTECH)

PRODUCT OWNER: ATTENDANCE MANAGEMENT (ADS)

NOVEMBER 2021 - JUNE 2022

*Manage the product lifecycle and delivery of the Attendance Management application within the attendance, data, and scheduling (ADS) domains.*

- Managed the roadmap, prioritization, and product development process for the attendance module of the ADS team (Attendance, Data, and Scheduling).
- Collaborate with cross-functional squads and international teams to ensure product alignment and seamless integration.
- Lead cross-functional teams, including developers, designers, and marketers, to deliver product enhancements and meet business objectives.
- Utilize data to prioritize features, making informed decisions about product performance and market fit.
- Contribute to annual planning at both the functional and organizational levels to align with company objectives. Leverage planning expertise to translate strategic OKRs into Epics, resource requests, and quarterly dependencies.
- Communicated and collaborated with the Product Manager, Head of Product, and Technology Operations Teams to share product updates and progress with stakeholders, ensuring transparency regarding timelines, risks, and next steps.
- Conduct regular reviews of product performance to gather user feedback and identify opportunities for continuous improvement.
- Mentor and guide the team to foster participation, trust, and collaboration among diverse skill sets and personalities. Address performance issues and support the growth of a self-managing, high-functioning team.
- Measure and monitor sprint performance, velocity, and delivery, while removing any team blockers.
- Conduct regular user feedback, identifying opportunities from various user groups, including sales, marketing, and customer service. Utilize insights from market and competitor analysis to create and maintain a strategic product roadmap that is fit for purpose.



## DEIDRE WHITE

### PRODUCT OWNER (CSPO)

PRODUCT MANAGER/PRINCE2/AGILE PROJECT MANAGER

### EDUCATION/CERTIFICATIONS

- Certified Scrum Product Owner (CSPO) — Axis Agil/Scrum Alliance
- Product Management & UX - General Assembly & UX Melbourne
- Graduate Business PMBOK - Swinburne University
- Adv. Dip Finance Services — KAPLAN
- Dip. Finance - KAPLAN
- PRINCE2 Practitioner — PM Partners
- Certified Business Architect (PCBA) — PEGA Academy
- Business Analytics Fundamentals: IIBA ECBA Certification — PM Partners
- Aged Care Financial Planning Accreditation — Aware Super (Formerly, First State Super)
- Finance Foundations: Corporate Governance - LinkedIn Learning
- Implementing Lean Management System - LinkedIn Learning
- Leadership in Tech - LinkedIn Learning

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## EXPERIENCE

### NOW: COGNIZANT -ANZ

ANALYST/PO — TECH

### PREVIOUS: ANZ

OCTOBER 2018 — DECEMBER 2019 AND SEPTEMBER 2020 — NOVEMBER 2021

*Manage the product lifecycle and delivery of the Credit Assessment application for ANZ loans.*

- Manage diverse onshore and offshore cross-functional teams through sprint releases, actively managing velocity and prioritizing epics, user stories, and features in the backlog.
- Engaged with a range of stakeholders, from senior executives to end users, to gather requirements, negotiate priorities, and align product strategies with business goals.
- Work closely with UX designers to provide context, user cases, and wireframes/prototypes as needed. Facilitate user validation sessions with development, testing, sales, and users to validate designs before development.
- Ensure that work is strategically aligned with the tribe mission and engage with other Product Owners and stakeholders to manage interdependencies. Help define the product roadmap and agree on key goals, measures, and outcomes.
- Actively manage and groom the backlog, guiding the team through estimation and prioritizing client value (ANZ).
- Conduct regular reviews of product performance to gather user feedback and identify opportunities for continuous improvement.
- Ensure the timely delivery of product features by removing roadblocks and facilitating efficient collaboration both internally and with relevant strategic partner teams
- Monitor opportunities for financial performance by identifying cost-saving initiatives and ensuring alignment with strategic objectives.
- Deliver Security maintenance and service request legacy replacement project.
- Delivery of BAU Credit Assessment workflow, FHOG and Decommissioned MAPs Construction Loans, progress payments workflow processing system. (ANZ)
- Ongoing development of the RLM (Home Lending) system, which integrates workflow processes for Credit Assessment, Triage, Document Preparation, and First Home Owners Grant, supporting thousands of users both onshore and offshore (ANZ)
- Conduct end-user research analysis and workshops to gain a deeper understanding of daily needs and activities in relation to the development stories created for each sprint.
- Contribute to annual planning at both the functional and organizational levels to align with company objectives. Leverage planning expertise to translate strategic OKRs into Epics, resource requests, and quarterly dependencies.
- Liaise with release leads, developers, testers, engineers, UX designers, external contractors, and consultants—both onshore and offshore—as well as other squads, the business home lending team, change boards, and other Product Owners to ensure the squad receives the necessary support for success.
- Manage Scrum ceremonies, including Standups, Sprint Planning, Sprint Reviews, Showcases, and Retrospectives.
- Measure and report on sprint delivery, velocity, and projections.

### AUSTRALIAN SUPER

PRODUCT OWNER — CRM (MEX PLATFORMS)

JANUARY 2020 — JUNE 2020

*Manage the product lifecycle and delivery of the CRM Mex Platforms, including DataHUB and marketing automation products (Dynamics).*

- Manage internal and external business stakeholders, cross-functional squads, and competing project demands alongside the BAU backlog.
- Guide the team in understanding estimation and prioritizing customer value in relation to the backlog and sprints.
- Collaborate during stand-ups and manage the sprint cadence and ceremonies
- Conduct regular reviews of product performance, gathering user feedback and identifying opportunities for continuous improvement from various user groups, including sales, marketing, and customer service. Use insights from market and competitor analysis to create and maintain a strategic product roadmap that is fit for purpose.
- Measure and monitor sprint performance, velocity, and delivery, while removing any team blockers
- Manage and ensure transparency of the product roadmap, along with providing regular updates to platform Product Owners
- Work autonomously with cross-functional teams, managing dependencies to achieve mutually beneficial outcomes while ensuring that technical debt does not accumulate.
- Remove ambiguity and uncertainty by breaking down requirements, negotiating priorities, and facilitating collaborative sessions.
- Develop user stories, create roadmaps, and propose efficiency and improvement suggestions

# DEIDRE WHITE

## SKILLS & SOFTWARE

CSPO	●●●●○
Digital Transformation	●●○○○
Agile Methodology	●●●○○
JIRA	●●●○○
Confluence	●●●○○
Azure	●●○○○
Aha	●●○○○
CRM	●●●●○
ProductBoard	●○○○○
Salesforce	●○○○○
Project Management	●●●○○
Monday	●●○○○
Trello	●●●○○
Slack	●●●○○
Microsoft Dynamics	●●○○○
Sharepoint	●●○○○
Salesforce	●○○○○
HTML & CSS	●●○○○
Lucid	●●○○○
ServiceNow	●●○○○
MS Office	●●●●○
Figma	●○○○○
PEGA	●●○○○
Parabol	●○○○○
Xplan	●●●●○
Midwinter	●●●○○

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## EXPERIENCE

### STATE PLUS FINANCIAL SERVICES/ FIRST STATE SUPER FINANCIAL SERVICES

APPLICATIONS/OPERATIONS MANAGER (ANALYST/PRODUCT OWNER)

MAY 2013—OCTOBER 2018

*Manage the development lifecycle and delivery of the financial planning application, while assisting in the development of the new integrated digital transformation project (StatePlus).*

- Manage the integrated CRM, website, and back-office systems to fulfill our digitally led commitment to clients and support the new personal financial coaching service offered in local branches and via telephone.
- Collaborate with compliance to validate that service offerings meet regulatory standards through agreed reporting and automated data checkpoints in workflows.
- Ensure timely product compliance with changes in government legislation, including rates and updates
- Embed the software by conducting regular user analysis and gathering feedback
- Define the 'what' (story) to be delivered through feedback loops, breaking it down into smaller stories; groom for prioritization and development sprints to embed products and service s.
- SME strategic initiatives
- Monitor opportunities for financial performance by identifying cost-saving initiatives and ensuring alignment with strategic objectives.
- Enhancing and driving the performance of applications.
- Collaborate with development groups through regular agile triage meetings, stand-ups, showcases, UAT testing, and by creating requirement specification sheets.
- Design and implement a due diligence and governance framework for application changes.
- Prioritize budget allocation for the future development of applications.

## ACHIEVEMENTS

1. Successfully delivered the Aged Care Reforms and the Australian National Aged Care Classification (AN-ACC) funding model into Resident Manager within my first six months at TelstraHealth.
  - Retained the majority of clients and successfully secured competitor clients for Resident Manager.
  - Delivered new functionality, including potential lead funding calculators, updated statement reconciliation, and submission to Services Australia using their new APIs. Implemented automated straight-through admission of new leads and developed expected vs. actual funding rate functionality and reporting. This enables clients to better understand potential funding decisions by Services Australia, helping them manage financial cash flow and budgeting effectively.
2. Managed the billing solution design and functionality for the Resident Manager/Power Health, PowerBilling & Revenue Collection (PBRC) project, coordinating between external and internal stakeholders. Assisted in client meetings to secure future growth with this new functionality.
3. Implemented the UX DNA-R front-end branding design components project within the Resident Management product.
4. Implemented functionality that enhanced user experience and facilitated increased sales growth.
  - Created the ILU (Independent Living Unit) Leads/Patient Management dashboard, including archiving and reporting features.
  - Developed a lead transfer system for admissions and departures between ILU (Independent Living Units) and RAC (Residential Aged Care) facilities.
  - Enhanced reporting for Optional Services and financial performance
  - Created a patient care minutes report, including projected and expected numbers for government compliance.
  - Developed Room Price and Room History Reporting, including Out of Service (OOS) data.
  - Enhanced the Room Movement report to support government reporting compliance requirements.
  - Implemented room scheduling, patient assignment, bed swapping, and Out of Service (OOS) management
  - Developed a new flexible ILU DMF Contract Calculator.
  - Created a Potential Reassessment report to help clients optimize potential funding increases for their business.
5. Served as the Application Manager/Product Owner for the Aware Super (State Super) Digital Transformation Project in Sydney, focusing on the Financial Planning division. Ensured alignment with current practices and developed future state functionality to enhance client management efficiency and system integration.
6. Designed and developed a new CRM and workflow system to manage opportunity assessments from omnichannel marketing campaigns.
  - Improved outcome-based reporting and management
  - Fairer spread of warm lead referrals
  - Improved client segmentation
  - Increased engagement in team members
  - Increased quality of qualified leads
  - Improved member engagement through qualitative data conversations
7. Delivered a new construction loans and First Home Owners Grant (FHOG) workflow system, alongside ongoing management of the RLM system, enabling seamless integration and improved workflow efficiency.
8. Designed and developed the Aged Care service offering, CRM workflow system, and advice document delivery process, reducing manual financial plan preparation and documentation time from 3 days to 1, while achieving full compliance with guideline requirements.