



DEIDRE WHITE

SENIOR PRODUCT MANAGER

CAL-1, A-CSPO, GRAD. CERT. BUSINESS ADMIN (PM)

ABOUT ME

I lead digital transformations and build products that improve lives. With 25+ years across HealthTech, EdTech, FinTech and GovTech, I deliver at pace without compromising quality or governance. I architect enterprise strategy, translate regulatory complexity into executable roadmaps, and remove friction fast.

Right now I'm leading clinical management platforms that enable clinicians to deliver better care. I navigate ambiguity, stakeholder conflict, and competing priorities with ease. I build teams that understand *why* their work matters and drive measurable outcomes—improved workflows, operational efficiency, and transformed care delivery.

I know what works, and I know how to get it done. I share expertise organically, thrive in matrix environments, and excel where complexity is the starting point.

CONTACT

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SOCIAL MEDIA

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EXPERIENCE

TELSTRAHEALTH (HEALTHTECH)

SENIOR PRODUCT MANAGER

JUNE 2022 - NOW

Lead product strategy, capability development and delivery for enterprise digital health platforms supporting clinicians, care providers and patients across multiple healthcare sectors. Partner with Product, Technology and Executive leaders to shape product direction, strengthen Product Management practices, and deliver scalable, customer-centred healthcare solutions.

Lead the strategy, discovery and delivery of a digital transformation platform focused on clinical management, enabling health professionals to better manage patient treatment journeys across multiple care settings. Collaborate across clinical, patient management, finance, medication management and coordinated care domains to deliver an integrated health platform that improves clinician workflows and patient outcomes.

Drive product strategy through customer research, stakeholder workshops, usability testing and data-informed decision making, translating insights into secure, compliant and scalable product roadmaps. Partner closely with Design, Engineering and Delivery leaders to align priorities, manage dependencies and deliver value through Agile product development.

Alongside product ownership, coach and mentor Product Managers and support capability development, product thinking.

Previously led the Resident Manager product suite supporting the aged care, disability and community care sectors. Directed cross-functional onshore and offshore Agile teams through iterative delivery while ensuring compliance with evolving government legislation and regulatory requirements.

Partnered with Product Managers, Engineering, Implementation, Sales and Customer teams to align product investment with strategic priorities. Coordinated product releases, facilitated stakeholder engagement and validated customer outcomes to ensure solutions delivered measurable value.

Contributed to annual and quarterly planning by translating organisational strategy and OKRs into product initiatives, epics, dependencies and delivery plans. Fostered a collaborative, high-performing team culture through mentoring, knowledge sharing and continuous improvement initiatives that strengthened delivery capability across the Product function.

Key achievements

- Delivered multiple digital health products improving clinician efficiency, compliance and patient engagement across healthcare sectors.
- Mentored Product Managers and Product Owners, strengthening product capability, agile practices and customer-centric decision making across teams.
- Championed the rollout of enhanced Jira planning and estimation capabilities, improving delivery consistency, resource forecasting and cross-team collaboration.
- Influenced cross-functional product strategy across clinical, technology and business stakeholders, aligning roadmap priorities with organisational objectives.

COMPASS EDUCATION (EDTECH)

PRODUCT OWNER: ATTENDANCE MANAGEMENT (ADS)

NOVEMBER 2021 - JUNE 2022

Managed the product strategy, roadmap and delivery for the Attendance Management platform within the Attendance, Data and Scheduling (ADS) portfolio, supporting schools through modern, data-driven attendance solutions.

Owned the end-to-end product lifecycle, balancing customer needs, business priorities and technical considerations to deliver high-value product outcomes.

Partnered with cross-functional squads and international teams to align product strategy, manage dependencies and ensure seamless delivery across integrated platforms.

Led multidisciplinary teams including Engineering, Design and Delivery to deliver product enhancements that improved customer value and business outcomes.

Used customer insights, analytics and market research to prioritise investment, validate opportunities and continuously improve product performance.

Contributed to annual organisational planning, translating strategic objectives and OKRs into quarterly roadmaps, epics, resource plans and delivery dependencies.

Built trusted relationships with Product leadership, Technology Operations and business stakeholders, providing clear communication on roadmap progress, delivery risks and strategic priorities.

Facilitated customer discovery, product reviews and feedback sessions to ensure solutions remained aligned with evolving user needs.

Coached Agile delivery teams, fostering collaboration, accountability and continuous improvement while supporting the growth of high-performing, self-managing teams.

Monitored sprint health, team velocity and delivery performance, proactively removing blockers and improving delivery predictability.

Developed strategic product roadmaps informed by customer feedback, commercial priorities and competitor analysis to maximise product adoption and long-term value.



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EDUCATION/CERTIFICATIONS

- Certified Agile Leader (CAL-1) Scrum Alliance
- Advanced Certified Scrum Product Owner (A-CSPO)
- AI for Leaders/AI for Delivery — Scrum Alliance
- 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 (Formally, 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 strategy, lifecycle and delivery of the Credit Assessment platform supporting ANZ Home Lending, driving customer outcomes, operational efficiency and alignment with strategic business objectives.

- Lead diverse onshore and offshore cross-functional Agile teams, driving sprint planning, delivery, estimation, backlog prioritisation and continuous improvement to maximise customer and business value.
- Partner with senior executives, business leaders and end users to shape product strategy, influence priorities and align investment decisions with organisational goals.
- Collaborate closely with UX and Design teams to translate customer insights into validated user experiences through workshops, prototypes, usability testing and stakeholder engagement.
- Define and evolve product roadmaps aligned to strategic objectives, working across Product, Technology and business teams to manage dependencies, governance and delivery outcomes.
- Own backlog governance, ensuring Epics, Features and User Stories are prioritised using customer value, business outcomes and technical considerations.
- Use customer feedback, product performance metrics and operational insights to identify opportunities for innovation, continuous improvement and enhanced user experience.
- Remove delivery impediments, coordinate cross-functional collaboration and enable predictable, high-quality delivery across internal teams and strategic delivery partners.
- Identify opportunities to improve financial performance through process optimisation, operational efficiencies and value-driven product investment.
- Successfully delivered security remediation, legacy modernisation and platform uplift initiatives, reducing technical risk while improving platform sustainability.
- Delivered multiple strategic Home Lending initiatives including Credit Assessment workflows, First Home Owner Grant capabilities, Construction Loans, Progress Payments and legacy platform decommissioning.
- Led the ongoing evolution of the Home Lending platform, integrating Credit Assessment, Triage, Document Preparation and First Home Owner Grant workflows supporting thousands of users across distributed teams.
- Conducted customer discovery, stakeholder workshops and user research to inform product decisions, validate assumptions and ensure solutions addressed real customer needs.
- Contributed to annual and quarterly planning by translating strategic objectives and OKRs into roadmaps, Epics, delivery plans, resource forecasts and cross-team dependencies.
- Built trusted partnerships across Engineering, Architecture, Delivery, Change, Release Management, external vendors and business stakeholders to coordinate complex enterprise delivery.
- Facilitated Agile ceremonies including Sprint Planning, Stand-ups, Reviews, Showcases and Retrospectives while coaching teams towards greater ownership, delivery maturity and continuous improvement.
- Measured and reported delivery performance, team velocity, forecasting accuracy and key product outcomes to support transparent decision-making and ongoing optimisation.

AUSTRALIAN SUPER

PRODUCT OWNER — CRM (MEX PLATFORMS)

JANUARY 2020 — JUNE 2020

Product delivery for adviser and client experience, lifecycle and delivery of the CRM MEX platform portfolio, including DataHub and Microsoft Dynamics Marketing Automation solutions, driving customer outcomes, platform capability and business transformation.

- Lead cross-functional product teams while partnering with internal and external stakeholders to balance strategic initiatives, operational priorities and competing delivery demands across multiple product streams.
- Coach delivery teams in product thinking, estimation techniques and value-based prioritisation, fostering a culture of ownership, collaboration and continuous improvement.
- Facilitate Agile planning, stand-ups, sprint reviews and retrospectives, supporting high-performing teams and ensuring predictable, customer-focused delivery.
- Drive customer-centric product decisions through performance analysis, user research and stakeholder engagement, translating insights into strategic product roadmaps aligned with business objectives and market opportunities.
- Monitor product and team performance using delivery metrics, proactively removing impediments and improving delivery predictability, team effectiveness and customer value.
- Own and communicate the product roadmap, providing transparent updates to Product leadership and executive stakeholders while aligning delivery with organisational strategy and evolving business priorities.
- Build strong partnerships across Product, Technology and business teams, managing dependencies, reducing technical debt and enabling coordinated delivery across the product portfolio.
- Lead collaborative discovery workshops to clarify requirements, resolve ambiguity, negotiate priorities and build shared understanding across diverse stakeholder groups.
- Develop Epics, Features and User Stories that translate strategic objectives into actionable delivery outcomes while promoting consistent Product Management practices and governance.
- Champion continuous improvement by identifying opportunities to streamline processes, enhance platform capability and strengthen cross-functional ways of working, while supporting the growth and development of team members through mentoring, knowledge sharing and collaborative leadership.

DEIDRE WHITE

SKILLS & SOFTWARE

A-CSPO/CSPO/CAL-1	●●●●○
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	●○○○○
Salesforce	●●○○○
Services Australia APIs	●●○○○

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EXPERIENCE

STATE PLUS FINANCIAL SERVICES/ FIRST STATE SUPER FINANCIAL SERVICES

APPLICATIONS/OPERATIONS MANAGER (ANALYST/PRODUCT OWNER)

MAY 2013 — OCTOBER 2018

Lead the product strategy, development lifecycle and delivery of enterprise financial planning platforms for advice preparation, while supporting a large-scale digital transformation program focused on improving customer experience, operational efficiency and business capability (StatePlus).

- Led the strategy and evolution of integrated CRM, website and back-office platforms, enabling digitally led financial services and new customer advisory offerings.
- Partnered with Compliance, Risk and business leaders to embed governance, regulatory compliance and automated controls across product delivery.
- Translated legislative changes and customer insights into product roadmaps, Epics and User Stories, ensuring value-driven prioritisation and Agile delivery.
- Embedded customer-centric product practices through user research, workshops and continuous feedback, driving product adoption and ongoing improvement.
- Acted as the Product SME for strategic initiatives, influencing product direction, cross-functional decision-making and delivery priorities.
- Partnered with Engineering, Delivery and business teams to remove delivery barriers, improve collaboration and deliver high-quality customer outcomes.
- Designed governance and change management frameworks that strengthened delivery consistency, reduced risk and improved product quality.
- Managed product investment priorities, balancing customer value, platform sustainability and strategic business objectives.

ACHIEVEMENTS

Pace + Quality — Balance governance rigour with delivery momentum. No shortcuts on safety; no delays on perfectionism.

Strategy + Execution — Think at enterprise scale. Ship with impact. Bridge strategy to delivered outcomes.

Stakeholder Mastery — Build genuine alignment across competing interests. Move from consensus to committed action.

Business Acumen — Connect product decisions to strategic outcomes and user needs. Speak CFO, clinical, and operational language.

People Leadership — Create clarity, provide support, bring teams together. Mentorship + delivery = shared outcomes and growth.

Organisational Leverage — Scale impact through systems, capability, and repeatable practices—not heroic individual effort.

- Clinical Management Core Products — Primary Care, Multidisciplinary Care, Aged Care & Population Health
- Leading design, architecture, and delivery of FHIR-aligned clinical management functionality across all healthcare market segments within TelstraHealth's enterprise Salesforce Health Cloud ecosystem (Corus).
- Residential Aged Care Transformation: Delivered Australian National Aged Care Classification (AN-ACC) funding model into Resident Manager within 6 months. Retained majority of existing clients and secured new competitor acquisitions. Implemented automated straight-through admissions, lead funding calculators, and Services Australia API integration, reducing manual processing by 70%+. Delivered expected vs. actual funding rate functionality, ILU/RAC lead transfer system, room scheduling & bed management, flexible DMF calculator, and 8+ compliance-focused reporting dashboards (care minutes, room pricing, movement, optional services).
- Billing & Revenue Solutions: Designed and delivered end-to-end billing solution architecture for Resident Manager/Power Health partnership (PBRC), coordinating external/internal stakeholders and securing future growth commitments.
- UX & Design Leadership: Implemented DNA-R front-end branding components across product suite, driving increased sales growth through improved usability and user experience.
- Aware Super Digital Transformation (Application Manager/Product Owner): Designed CRM and workflow system for omnichannel marketing opportunity assessment, delivering 6 measurable outcomes: improved outcome-based reporting, fairer lead distribution, enhanced client segmentation, increased team engagement, improved qualified lead quality, and enhanced member engagement. Delivered construction loans and First Home Owners Grant (FHOG) workflow system alongside RLM system integration.
- Aged Care Financial Planning: Designed complete service offering, CRM workflow, and advice document delivery system, reducing manual financial plan preparation and documentation from 3 days to 1 day (66% efficiency gain) while achieving 100% compliance with guideline requirements.