



OVERVIEW

Penelope is a highly motivated and committed management consultant and Agile Coach with over 10 years' experience. Penelope is passionate about seeking value for both businesses and customers, having worked on both small and large digital transformation projects across a variety of industries, such as banking, energy, retail, telecommunications, and government.

Penelope has a strong understanding of the full end to end project lifecycle from strategy and design to delivery and execution, whilst always maintaining the desire to continuously improve and iterate.

Penelope has a broad range of experience carrying out a multitude of roles which has resulted in her highly empathetic and approachable nature and growth mindset.

EXPERIENCE SUMMARY

KEY SKILLS

- Enterprise & Team Level Agile Coaching
- Human-Centered Design
- Problem Solving
- Organisational Design
- Product Management
- Stakeholder Management
- Business Analysis & Requirements Gathering
- Excellent written and verbal communication
- Empathetic, approachable and growth mindset

QUALIFICATIONS

- Bachelor of Business Administration (First Class Honours) in Business Management, Lancaster University, 2014
- AQF Skills Assessment Management Consultant, 2021
- ICP – ACC: ICAgile Certified Professional Agile Coaching, 2021
- Scrum Alliance Certified Scrum Product Owner (CSPO) & Advanced (A-CSPO), 2021
- Leading SAFe 5.0: Scaled Agile, 2021
- PSM1 Scrum Master, 2015

- Agile Coach for large digital government tax transformation programme – coached at enterprise and team layer and introduced a new operational model and workflow to optimise value to delivery to the customer.
- Agile Coach for HR and Learning department at a large energy company – coached leadership and teams towards becoming a product centric department, an agile and growth setting culture with transparency and collaboration at the focus.
- Transformation Agile Coach for large telecommunications company for their flagship digital transformation programme.
- Advised and actively supported mobilisation of a scaled agile team of 120+ people including creation and delivery of an operating model and resource plan and continued support in execution.
- Facilitated multiple level training, virtually and face-to-face on Agile to over 500 people.
- Building and coaching multi-disciplinary agile teams and enterprise leadership on agile mindsets.
- Use various analysis and modelling techniques to map value streams, business capabilities and roles and responsibilities needed to support delivery.
- Conducted workshops and ceremonies to explore improvement and growth opportunities in existing solutions and ways of working in line with company and department objectives and key results.
- Mobile Application Lead, Scrum Master, and Business Analyst for ship management company.
- Oversaw initial project mobilisation to full deployment of an apple and android mobile application to the company workforce of 45,000 people globally.
- Conducted workshops with multiple stakeholders and customers to gather requirements and effectively communicate to development team, continuously iterating based on feedback producing multiple artefacts and training material.
- Interacted and supported technology decision making to ensure alignment with technology infrastructure and architecture whilst managing API dependencies.
- Business Analyst for large DIY retailer - led informal RFP for a CMS, conducting workshops to gather requirements using design thinking methods and conducted in depth research and further focus groups to analyse the CMS market.
- Analyst working to support an innovation conference in Singapore – conducted in depth analysis on start-up organisations and specialist speakers and organised and short-listed companies for an innovation award. Liaised with multiple ecosystem partners, organisations, and vendors.