

# **Samantha Wijesinha**

**Mobile:** 0411 795 987

**Email:** sam@samwij.com

**Location:** Collingwood, Melbourne

## **Professional Profile**

I am a results-driven product leader with a proven track record in overseeing the entire product lifecycle, from design and development to delivery and optimisation. My core strength is facilitating seamless collaboration between customer, business, and technical teams to achieve successful outcomes.

My expertise enables me to dive deep into intricate problems, defining, building, and measuring success. I excel in analysing customer needs and identifying opportunities for business growth. I am passionate about product development, particularly involving innovative, greenfield projects to solve complex challenges. I thrive in dynamic environments and am comfortable navigating through high levels of ambiguity.

## **Key Competencies**

- Establishing key performance indicators (KPIs) and leveraging qualitative and quantitative data to inform product decisions aligned with company goals.
- Championing Agile Scrum methodologies and ensuring timely product releases through continuous delivery cycles.
- Strategically crafting and executing product roadmaps to achieve organisational milestones.
- Overseeing and ensuring the seamless management of essential systems throughout the product lifecycle.
- Implementing and maintaining integrated digital platforms such as CRM and CMS, middleware and API's.
- Engaging with and influencing senior leadership, including formulating partnership strategies at both Board and Executive levels.
- Directing and enhancing the performance of cross-functional product and delivery teams ranging from small to medium sizes.
- Employing user-centric design principles to innovate, test, and launch new product features that resonate with target audiences.

## **Career Summary**

Product Manager (Contract)	OET	2022
Digital and Product Delivery Lead (Contract)	Bank first	2022
Digital Delivery Lead (Contract)	VMCH	2021
Business Solutions Manager	Save the Children	2020 – 2021
Senior Digital Product Manager	Infoxchange	2018 – 2020

## **Education**

• Product Management Essentials	Brainmates	2019
• Product Development	Academy Xi	2018
• Web Development	General Assembly	2017
• Graduate Certificate in IT	Swinburne	2009
• Bachelor of Business (Information Management)	RMIT	2006

## **Licenses**

• Certified Scrum Product Owner (CSPO)	Axis Agile	2022
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## **Employment History**

### **Senior Product Owner**

OET, Dec 2022 - Present

Led a 4-member cross-functional agency team in developing a new B2B/B2C healthcare recruitment platform. Oversaw research, logic mapping, feature design, prioritisation, go-to-market strategy, and commercial modelling and ensured on-time, within-budget project completion through effective team collaboration.

#### **Key achievements:**

- Successful launch of a Beta product, OET Career, within the UK and US Markets.
- Developed go-to-market plans, customer experience, and service-level agreements with key stakeholders.
- Validated key features and pricing model with a successful MRR of AUD 40k.
- Synthesised research insights into features and user stories for the development and design teams.

### **Digital and Product Delivery Lead**

Bank First, Apr 2022 – Dec 2022

Managed strategic digital and product portfolio delivery, encompassing digital strategy, business case development, design, scope definition, budget forecasting, and customer experience delivery across digital channels (website, Internet Banking, and Mobile App). Aligned initiatives with new target markets in the Education and Healthcare sectors.

#### **Key achievements:**

- Adopted Scrum Agile for improved BAU and Project visibility, aiding resource allocation and business prioritisation.
- Streamlined Home Lending products from 12 to 5 with simplified fees, enhancing value for Members and home buyers.
- Revised website re-platforming approach based on risk assessment, strategy alignment, and cost of ownership analysis.

### **Digital Delivery Lead**

VMCH, Nov 2021 – Apr 2022

Led the Digital portfolio to enhance client experiences, facilitating faster access to aged care and disability services. Managed a team of four, overseeing the development of customer journey experiences and the implementation of Dynamics CRM Sales, integrated with core clinical systems and the website.

#### **Key achievements:**

- Halved enquiry-to-assessment time in Aged Care services with Microsoft Dynamics CRM Sales, allowing end-to-end monitoring of client lifecycles.
- Unified client data by integrating CRM Sales with clinical system (Carelink).

### **Business Solutions Manager**

Save the Children Australia, Nov 2020 – Nov 2021

Managed and supervised a team of four Application Analysts, overseeing the project and maintenance of vital enterprise systems serving 630 users across regional and metropolitan Australia. Responsible for scoping, designing, prioritising, and delivering improvements and projects within Microsoft Dynamics CRM, Salesforce, and Agresso (Finance ERP) systems throughout the Australian region.

#### **Key achievements:**

- Cut Donor Platform defects backlog by 80% in 3 months through continuous prioritisation and release management.
- Boosted delivery efficiency using Agile and RICE prioritisation for high-impact projects.
- Persuaded finance leaders to trial a real-time finance DataMart prototype in Azure before larger project commitment.

## **Senior Digital Product Manager**

Infoxchange, Dec 2018 – Nov 2020

Heading the digital product division within the Digital Inclusion and Social Innovation team. Responsible for overseeing philanthropy-backed projects, including Ask Izzy (a digital tool connecting people in need with essential services) and the B2B Health and Welfare Service Directory (API) vital for state and federal government directories.

### **Key achievements:**

- Secured a \$300k+ partnership with the Vodafone Foundation for a digital solution supporting people experiencing family and domestic violence.
- Designed and launched an MVP using lean agile methodology, backed by a cross-functional team, for domestic violence service connectivity.
- Established a data-driven approach for Ask Izzy, including its strategy, roadmap, and prioritisation framework using Google Analytics and qualitative research.

## **Product Owner \ Web Developer**

Today Strategic Design, Jan 2018 – Dec 2018

As a Web Developer and Product Owner in a cross-functional team, I designed and maintained applications using Vue.js, React, and AWS with an agile, human-centred approach.

### **Key achievements:**

- Product lead on the Arts Access Victoria product, leading the technical solution and development of the roadmap and features with the design team.
- Led the technical design of the triage logic and developer for the award-winning Justice Connect service.
- I conducted interview research as a part of the Service Design team to develop a Service Blueprint for the Worksafe Workwell website.
- Developer and Quality Assurance Lead on the MyVic Project.

## **Product Owner \ Web Developer**

Code for Australia, Jun 2017 – Dec 2017

6-month fellowship at the Disputes Settlement Centre of Victoria (Department of Justice) as a Web Developer and Product Owner. Led a 3-person team to create a digital solution for homeowner disputes, leveraging human-centred design approaches.

### **Key achievements:**

- Conducted user interviews and presented customer insights to Directors for the first time.
- Introduced Agile practices for effective stakeholder communication.
- Collaborated with the Department of Justice on solution designs.
- Created a Drupal 8 prototype for improved tech integration.

## **Digital Transformation Project Manager**

Victorian Chamber of Commerce and Industry, Aug 2015 – Jan 2017

Led the \$2M 'Member First' digital transformation, integrating Salesforce CRM with Sitecore CMS and Microsoft Great Plains while managing a team of 8 and overseeing the implementation provider.

### **Key achievements:**

- Developed the business case for the Digital Transformation project, which was approved by the board.
- Successfully led the Request for Information and Request for Proposal stages to source a 3rd party Vendor.
- Recruited and led the multi-disciplined project team and 3rd party suppliers to implement Salesforce and Sitecore.

## **Technology**

- Front End Web Development: HTML\CSS\Javascript\jQuery\Vue.js\React
- Back End Web Development: Node.js\ Heroku\AWS\Digital Ocean\Azure
- CMS: Sitecore DXP\ Silverstripe\Drupal\Kentico
- CRM: Microsoft Dynamics CRM Sales\Salesforce\CIVICRM
- Databases: PostgreSQL\SQL

## **Tools**

- JIRA\Confluence
- Miro\Mural\Air Table
- Teams\Slack\Office 365
- Google Analytics\Hot Jar\Marketo