

BOBBY COLLINS, CBAP, PSM

Product Manager

EXECUTIVE SUMMARY

I am a highly experienced Product Manager and have expertise in digital technologies, CRM implementation, SaaS products, and system integrations. I have a track-record of bringing transformational solutions on-stream and am accustomed to providing leadership with transparency and accountability.

At InnoWell, I oversee development and management for a suite of products designed to facilitate and transform patient care through intelligent use of data. Thanks to my background in Agile project environments and familiarity with the subject matter, I have been tasked with leading sophisticated and high-profile projects, such as the sensitive work around mental health and implementation of the Therapeutic Goods Association (TGA) functions to meet the criteria as a Class 1 Medical Device. In this role and others, I work very closely with a highly skilled cross functional team of developers, designers, academics, and domain subject matter experts. I am highly skilled in the stakeholder ecosystem, communicating and influencing at all levels.

PROFESSIONAL SKILL-SET

Product Management | Product Ownership | Product Development
Business Analysis and Management | Governance and Compliance
Multi-Jurisdictional Stakeholder Engagement | Executive Liaison
Change Management | Transformation Programs | Communications
Agile Project Management | Hybrid and Custom Project Methodologies | Continuous Delivery Environments

WORK HISTORY

PRODUCT MANAGER, INNOWELL

Jan 2019 to Present

Innowell is a 30 million joint venture between PWC and Sydney University to build an online mental health platform for patient assessment.

ACHIEVEMENTS

- Played critical role in overseeing end to end development of core products and features within InnoWell's real-time mental health platform
- Engaged with elite team of developers and University of Sydney stakeholders, on:
 - Flagship features
 - Complex and innovative product areas
 - End-to-end product development through to UX/UI
- Personally led successful deployment of high-risk products, such as:

- Highly sensitive features such as suicidality tracking and response mechanisms
- EMR integration and reporting with Platform
- Internal and external reporting, data warehousing project and evidence based insights
- Integration projects
- Conducted **focus groups and user testing with clinicians and lived experience** to determine requirements and direction of features.
- implemented **user testing process and functional automated testing** using TestProject.

RESPONSIBILITIES

- Leading product launch and stewardship activities across product lifecycle
- Implementing Agile principles
- Delivering and presenting reports to internal and external stakeholders
- Building rapport with key stakeholders
- Managing complex communications and expectations

SENIOR BUSINESS ANALYST, KONEKT

Jan 2018

to Jan 2019

Konekt is an ASX listed company that works with insurance providers to help injured employees back to work.

The project was a one million digital transformation of the company's case management system.

- **Worked closely with stakeholders to** gather detailed accurate requirements and create **user stories** in a fast-paced agile environment. Resolved conflicts when they arose and achieved timely signoff.
- **Prepared, managed and prioritised requirements** with product owner using Jira and confluence. Ran agile ceremonies. Prepared test scripts and rollout plan for go-live testing during releases.
- Successfully recruited and implemented three separate outsourced teams to fast track development and testing components for the project. Managed a total of seven offshore developers and testers.
- Helped implement an **effective agile team** by having a strong team focus. Acted as the link between the onshore/offshore development teams and internal staff.

IT MANAGER, THE ADPOST GROUP

2014 to 2017

The Adpost Group is a collection of four niche printing companies with a turnover of 6 million. Acting as lead product owner/business analyst in a company that adopts an aggressive merger and acquisition strategy.

- Successful implementation of the company ERP system to replace two existing business systems. Project included initial **business case, gap and cost benefit analysis, RFQ process and tender selection**.
- Implemented cost savings by replacing manual work with **analysis and development of middleware and system integrations of company ERP** and prosperity ecommerce applications.
- Reduced admin load through **implementation of customer self-service digital portal** and improvement of business process.
- Achieved a **significant reduction in software delays and miscommunication issues** in software with the introduction of test plans and regular meeting cadence.
- Member of the company leadership and strategy team and was a key contributor to company direction and policies. Implemented Scaling Up initiatives.

BUSINESS OWNER/IT MANAGER

2012 to 2016

Leading a team of 6 designers, developers and testers, I set up and ran a successful IT company servicing SME's and government agencies tasked with assessing and implementing software solutions. Industries include health, manufacturing, finance and government.

CHILD CARE WEB AND MOBILE APP, Kidsbook, 2016

- Discovery, management and implementation of a child care application allowing parents to connect with child care workers. Application consisted of a responsive web application and two hybrid mobile apps for parents viewing and child care content creation.

I-CAN DISABILITY APPLICATION, Sydney University, Centre of disability studies 2016

- Oversaw a successful transfer of Disability application ownership. Migrated disability application to managed hosting solution. Provided IT strategy and security recommendations.

ROSTERING SYSTEM, Ausgrid 2013

- Analysis of highly complex rules based rostering system written in .Net. implemented the completion of application which inherited budget and acceptance issues.

EDUCATIONAL ERP SYSTEM, Dublin Adult Learning Center 2013

- Developed an internal .Net registration application for adult courses, helping them manage students and related courses.

SENIOR .NET DEVELOPER, NEW SOUTH WALES RURAL FIRE SERVICE 2008 to 2013

- Managed/developed website for Rural FireFighter volunteers to provide vital fire fighting and brigade activity data.
- Supported emergency alert systems to update agencies and media outlets of active fires throughout NSW.
- Implemented volunteer news module, to allow Fire Service to target specific brigades and volunteer personnel with specific items.
- Developed role based security for volunteers to access data pertaining to their brigade and rank.
- Managed/enhanced web services that provided the data access layer linking data from systems including Sybase, Active Directories and SQL Server databases.
- Development of a Fire Incident management system to accommodate new fire warning levels due to changes in legislation arising from fires in Victoria 2009.

EDUCATION AND CREDENTIALS

Education: Professional scrum master Certification (PSM), Certified Business Analyst Professional (CBAP), Digital Product Management (University of Virginia), Microsoft Certified Solution Developer (MCSD), Graduate diploma in computing, Bachelor of business studies

Professional Affiliations: International Institute of Business Analysis, Leadership and Strategy team The Adpost Group 2017, Accountability Chair & Member Entrepreneurs Organisation 2017

Technical skills: Excel (advanced), SQL, Google analytics, Axure (wireframing), Confluence, Jira, Data studio, HTML, WordPress, SQL Server, Visio, TestProject (Functional testing)

BA Proficiencies: Requirements analysis, design definition, solution evaluation, stakeholder management, strategy analysis, backlog management, benchmarking, market analysis, brainstorming, concept modelling, document analysis, estimation, glossary creation, prototyping, survey and questionnaires, use case and scenarios, user stories, vendor assessment.