

[REDACTED]

## **Business Development Consultant | Business Analyst | AI & Digital Transformation Consultant**

Open to Contract | Remote / Hybrid | Immediate Availability

[REDACTED] | [REDACTED] | British Citizen

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### **PROFESSIONAL SUMMARY**

Commercially driven **Business Development Consultant and Business Analyst** with over 10 years' experience delivering revenue growth, digital transformation, and AI-enabled solutions across telecoms, fintech, eCommerce, and regulated industries. Proven track record of leading end-to-end initiatives, aligning business strategy with technical delivery, and driving measurable outcomes including increased revenue, reduced operational costs, and scalable platform solutions.

Highly experienced in requirements engineering, stakeholder engagement, and complex system integrations. Recognised for translating business needs into clear, actionable solutions, building strategic partnerships, and leveraging AI-driven opportunities to improve efficiency, enhance customer experience, and support sustainable business growth.

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### **KEY PROJECT HIGHLIGHTS**

#### **Global eCommerce Platform Transformation – Dyson**

Led business analysis and supported commercial alignment for a multi-market migration from Magento/Sitecore to SAP Hybris across APAC. Defined integrations between CMS, ERP, and payment platforms while aligning delivery with regional market needs.

#### **Cross-Border Payments Platform Optimisation – Tetrad Pay**

Reviewed and redesigned onboarding and operational workflows within a cross-border payments platform, reducing manual processing by around 25%.

#### **Enterprise Commerce Platform Migration – TUI Group**

Part of a digital commerce transformation programme migrating legacy platforms to SAP Hybris across Nordic markets, helping improve booking and checkout journeys.

#### **Mobile Wallet & Contactless Payment Integration – Vodafone**

Supported the development of NFC mobile wallet capabilities and EMV contactless payment functionality across telecom digital services.

#### **Gaming Platform Compliance & Payment Enhancements – Ladbrokes**

Worked on payment compliance updates and platform improvements within a regulated gaming environment.

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## CORE BUSINESS ANALYST CAPABILITIES

Requirements Gathering | Stakeholder Engagement | Workshop Facilitation  
Business Process Modelling (BPMN) | As-Is / To-Be Analysis | Gap Analysis  
Functional Documentation | User Stories & Backlog Management | Business Case Support  
UAT Planning & Execution | Release Coordination | Data Analysis | Critical thinking

## TOOLS & TECHNOLOGIES

n8n | AI-assisted tools (ChatGPT, Claude) | SQL | Microsoft | Tableau | Jira | Confluence |  
ServiceNow | Visio | Lucid chart | Miro | BPMN | UML | Salesforce | SAP S/4HANA | SAP  
Hybris | AWS |

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## DELIVERY ENVIRONMENTS

**Agile (Scrum, Kanban) | SAFe | Hybrid SDLC | Waterfall** | API integrations |  
Microservices architecture | Payment platforms & fintech ecosystems | Digital commerce  
platforms (SAP Hybris, Magento) | Cloud-based environments (AWS)

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## PROFESSIONAL EXPERIENCE

**[REDACTED] - Business Development Consultant & Business Analyst | 2026**

**Multi-sector Engagements | Fintech | EdTech | Marketplaces | On-Demand Platforms**

Worked both as a lead consultant and hands-on team member across multiple client engagements, supporting business growth, product development, and digital platform delivery. Collaborated closely with founders, product teams, and engineers to turn ideas into practical, scalable solutions while identifying opportunities for market expansion and operational improvement.

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### Key Engagements & Contributions

- **[REDACTED] (Fintech Payments)**  
Worked as both lead and team contributor on go-to-market planning and platform improvements for cross-border payments. Supported identification of new market opportunities and helped shape product enhancements.  
Impact: Improved platform readiness for expansion and supported more efficient transaction workflows.
  - **[REDACTED] (Food Delivery Platform)**  
Led business development efforts while working with product and operations teams to onboard restaurants and improve platform functionality.  
Impact: Successfully onboarded 50+ restaurant partners and supported growth in platform usage.
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- [REDACTED] **(EdTech / IT Training)**  
Worked closely with stakeholders to define requirements and support delivery of an online learning platform, including integrations for video and payments.  
Impact: Improved user journey and reduced registration drop-off by approximately 30%.
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- [REDACTED] **(Service Marketplace)**  
Supported the design and development of a contractor marketplace platform, working with teams to define requirements and operational processes.  
Impact: Created a structured approach to vendor onboarding and service delivery.
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### [REDACTED] — Senior Business Analyst (Contract) | 2024-2025

Supporting improvements to admissions and enrolment processes across systems used to manage more than 2,000 applicants annually, including the introduction of AI-enabled workflow and data analysis capabilities to improve operational efficiency.

#### Key Contributions

- Reviewed and redesigned admissions workflows, reducing manual processing by approximately 20%
- Facilitated workshops with academic, finance and IT stakeholders to identify opportunities for process improvement and automation
- Supported the introduction of AI-assisted data analysis and workflow optimisation to improve application processing and reporting accuracy
- Coordinated backlog refinement, sprint planning and UAT using Jira and Confluence
- Improved reporting reliability across Salesforce CRM integrations

Impact: Streamlined admissions operations, improved data visibility, and supported the adoption of AI-assisted process improvements within the admissions platform.

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### [REDACTED] Technical Business Analyst / Product Owner | 2022 - 2023

Part of a digital commerce transformation programme supporting migration to SAP Hybris across Nordic markets.

#### Key Contributions

- Managed backlog prioritisation and user stories using **Jira and Confluence**
- Supported migration from legacy systems to **SAP Hybris**
- Improved booking and checkout journeys reducing friction

