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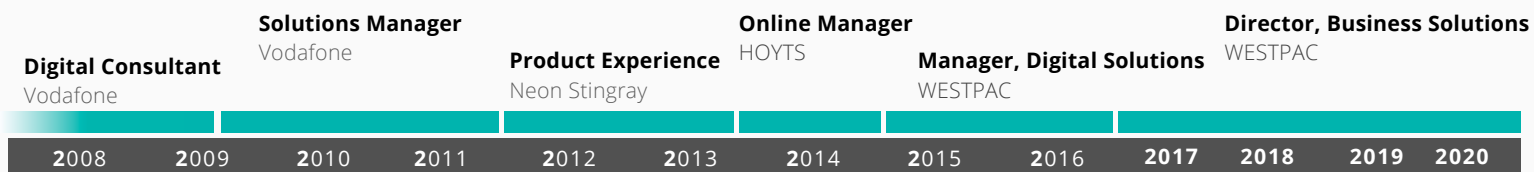
🌐 www.bobdeljanin.com

Bob Deljanin

CREATIVE TECHNOLOGIST // BUSINESS SOLUTIONS

A senior creative technologist specialising in delivering transformation initiatives to market by connecting Business, Technology and Customer Experience teams together with a common purpose and delivery focus.

A strong advocate of optimal employee experiences as a credible path to delivering true business and customer value through innovation (utilising existing resources in an optimal manner within tested markets) and invention (new solutions offering competitive advantage to the business).



Professional Experience

Director of Business Solutions / August 2014 - Current
WESTPAC



Leading a multi disciplinary team of specialists that offer group wide marketing and omni-channel content delivery solutions through highly desirable employee experiences for Australia's first bank.

EXPERTISE

Program Delivery
Team Leadership
Digital Consultancy
Solution Appraisal
Lean Practice Learning
SCALE Agile Practitioner

Heading up Capability Chapter for CDMO with a highly awarded and recognised team of specialists and business architects accountable for transformation program delivery, group-wide capability supporting Sales, Service and Marketing teams across Consumer and Business Bank divisions.

Reporting to the Head of Strategy, Marketing and Insights my teams are responsible for Martech and Adtech solutions as well as continuous improvement pipeline management and liaison to Group Technology.

Passionate about employee experience and highly motivated for delivering beneficial change that supports strategic business intent.

Industry recognition in Content Management Strategy through both in-house solutions and best of breed deployments across a multi-brand landscape.

Key accountabilities

- Channel Owner - public sites domain
- Group Content Management strategy
- Personalised Experience program delivery and ongoing capability enhancements
- Digital advocacy and evangelism
- Delivery of highly consumable martech and adtech solutions with strong understanding of trends, legislation and compliant nature of the domain.
- Data led and employee experience driven solutions.

HIGHLIGHTS

- Global award recognition for experience management architecture. Supporting a multichannel, content-as-a-service solution to Westpac Group using iterative principles and teaching design thinking to business analysts.
- Fostering a community of innovation lab thinking and execution with fruition in merging physical and digital banking platform concepts in IOT space and augmenting digital capability in Branches.
- Successful delivery and evolution of multi faceted Group content management strategy supporting 4 brands with impressive ROI within first year of deployment.

‘Your first customers are your colleagues’

Hoyts Online Manager / June 2013 - June 2014

HOYTS Corporation



Leading a digital transformation initiative for Australia's premier family entertainment brand.

Hired to deliver a program including redesign of the Cinema website, mobile site and native apps including personalised content within an aggressive schedule for the industry - 6 months from guiding principles.

Involved from day one meant I needed to be across the Business Case, Product Vision and liaise with internal stakeholders and vendors charged with delivery of concepts, solution design, functional specifications and ultimately delivery.

Accountable for Project and Production management while adhering to a User Centric Design philosophy.

Key accountabilities

- Senior Producer for Digital Transformation project
- Defining the user journeys
- Instill agile thinking and introduce lean practices to internal development and design teams
- UAT implementation with multivariate testing, process and documentation
- Introduce collaboration tools and create workflows for internal Design and eCommerce teams
- Data led decisions on project and BAU tasks within the eCommerce team

HIGHLIGHTS

- ROI of digital transformation saw online ticket sales increase significantly using contextual and timely offers and by creating a stronger relationship with the Hoyts brand for family entertainment beyond movie session times.
- Digital advocacy to senior leadership during a restructure and change of brand ownership.
- Stronger adoption and use of behavioral analytics and derived metrics championed by the eCommerce team.

Product Experience Manager / November 2011 - June 2013
Neon Stingray



Neon Stingray is a dynamic Sydney based digital services agency specialising in multi device and video on demand applications.

The Product Experience Manager is about client confidence and delivering absolute quality and so sits within the Customer Experience team. It is not merely a role to enforce a schedule or accept current capabilities it is about the lifecycle of the product, client and stakeholder relationship and must be familiar with technology platforms, delivery frameworks, usability studies and documentation and deliver on each project milestone.

Ownership of the Product Experience throughout the project life-cycle consisting of:

- Interpretation of customer requirements
- Understanding/defining the user journeys
- Provide insight and innovation into best practices and market trends
- Provide prototype applications or design mock-ups where appropriate
- Bridge to technical teams with sprint based or Agile led projects

Innovation & Growth:

- Assisting in Neon Stingray's growth in its Production capability and capacity
- Assisting Neon Stingray to define business processes to ensure business growth and encourage team engagement by adhering to User Centric Design methodology
- Be a forward thinking leader and mentor to other employees
- Re-brand and position of company in digital services space

HIGHLIGHTS

- Managing the complete rebrand and market positioning of Neon Stingray
- Producer on over 10 discreet projects for start clients like Qantas, Foxtel, Sony Music
- Creation of UX team from first hire expanding Neon's portfolio into Inflight Entertainment and furthering Video On Demand proposition.

*'Neon taught me that you cannot not communicate
Everything should have a purpose otherwise it becomes noise and dilutes the message to your customer'*



Leading a front end development team and offering solution design to the digital team of 90 staff

Leading through technical and process design of platform components and content integration to effect:

- Campaign led initiatives
- Aiding conversion of site visits (by assisting in-house analytics team) through Adobe Analytics solution
- Stakeholder and vendor engagement to enhance speed to market
- Content Management System migration and interim solution design
- Prototype solutions and internally led campaigns for early testing
- Analytics implementation

Digital Consultant / 2007 - 2009

Vodafone Hutchison Australia

Originally hired as a contractor to assist in the acquisition and migration of Crazy John's franchise into the Vodafone brand from a systems integration and content administration for customer facing websites.

To aid the team I designed and created a project information wiki with enhancement such as project management , team profiling and analytics reporting.

HIGHLIGHTS

- Visualising performance analytics and key customer journeys with highly engaging digital dashboards.
- Analytics integration into core digital stack with 'affinity' reporting for conversion analysis and targeted offers.
- Enhancing global search platform and performance
- Implementation of and driving use of collaboration tools and centralised collateral hub throughout the organisation.
- Received VHA top annual award for customer facing tools and digital optimisation.



Life balance

In my 'free' time I like to create mobile game prototypes and have assisted with some favorably ranked titles such as Canabalt on iOS and Android platform.

I also faithfully serve my cat as can opener and if she graciously grants me the time I like to ride my motorcycle being my Great Escape (whistle tune here while ze germans are chasing me)...



What I am often asked...

Is the cup half full or half empty?

It depends if you were filling it up or emptying it out

Android or iPhone?

Android...err iPhone..no wait!

What valuable lessons have your parents taught you?

From my dad - patience, from my mum - to hurry up!

Qualifications

SaFe Agile Practitioner
Scaled Agile | WBC
2017

Digital Media Certification
CGC Media College | Sydney
1999

Advanced Diploma Accounting
TAFE | Sydney
1992

Get in touch

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