Ms. Avina Al

CV

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avinaal

SPECIALTIES

Agile Product Development,
Change management, Project
Management, Stakeholder
management

OTHER KNOWLEDGE

PRINCE2

Agile operational change
management

ADKAR (Change management
methodology)

Scrum (Agile software dev.)

ADDITIONAL TRAINING

2020 - Startmate Fellowship
Program (Melbourne, Aus)

2014 Doblin - Innovation
leadership course (Sweden)

2013 Danish military - Preparing
great leaders course (Denmark)

EXECUTIVE SUMMARY

Started a career in financial services/ insurance in Stockholm, Sweden. Transitioned into the startup world in 2015 as Head of Operations with BiApis. Recruited into the Change & Optimisation team at PEXA (Melbourne) in 2017, a proptech company that came to be an Australian unicorn. ($3b IPO in 2021). Currently working as Head of Product at Josef, scaling both the product and the team.

EDUCATION

April 2021 - current Computer Science (CS50), Harvard (online)
Nov 2019 **Product Management** Course **General Assembly,** Melbourne Australia
2013 - 2014 (1 y) **Leadership MBA - University of Cambridge**, Scandinavia and Great Britain
2006 - 2011 **MBA** (Majoring in Organisational Change) **Lunds University**, Lund Sweden

PROFESSIONAL EXPERIENCE

Head of Product
October 2020 – current/ Melbourne (Australia)
@Josef (Legaltech) joseflegal.com

I work closely with the CEO, COO and CTO to drive the creation, management and implementation of Josef's product strategy.

Currently working on:
- Building/ developing a product playbook as the company is scaling
- Leading multiple projects/features through the product development cycle
- Managing outsourced projects such as multi-regional hosting and SSO from a product perspective
- Building out the product team

Work delivered includes:
- Built product development flows and processes
- Delivered a major calculation feature, increasing the sophistication of the product. Expecting 20% increase in use cases for builders (customers) to use Josef when automating their processes and legal documents. Read more here.

Change & Optimisation - Executive Manager
April 2017 – current/ Melbourne (Australia)
@Property Exchange Australia (Proptech) www.pexa.com.au

Main objective is solving customer problems with new product/feature development and implementation.

Work delivered includes (but not limited to):
- Built /developed a product development framework/ toolbox adapted to the specific needs of the company
- Lead multiple ideas/problem areas for validation through pretotyping methodology
- Facilitated exploration sessions with customers for further API experience offerings
- Framework on release management including product communication - Mapped out a joint process with our customers to allow for enough runway for impact analysis, change management, communication, etc. More than 70% of all customers (representatives) join our monthly product showcases

- 3rd generation PEXA Planner (workflow planning tool) - Increasing the overarching metric "on time property settlements" with 25% ensuring end customers across Australia settle their properties as expected
- Bulk automation tool - Time saving of an initial 16 BW across the industry, ensuring a streamlined customer experience
- Invitation launcher (Widget to send invitations to transact on PEXA) - Strategic initiative to push market conversion in a tough segment. Uptake increased with 38% and conversion with 20%

Co-founder (non-active)
June 2018 – current/ Melbourne (Australia)
@KINKON (Enterprise Tech Startup) www.kinkon.com.au

Commercial co-founder responsible for product development and go to market strategy as well as the business development.
KINKON is enterprise software integrating to major CRM's, automating manual tasks and helping companies with their CRM data cleaning exercise. KINKON has been accepted into the Microsoft Startup Program, graduating in Dec 2020.

Head of Operations
April 2015 – March 2016 Stockholm (Sweden)/ remotely from Melbourne (Australia)
@BiApis (Agritech) www.biapis.se

Government sponsored project with the aim to increase honey bee pollination levels in Sweden. Reporting to the CEO.

My deliveries included:

- Built the B2B Ambassador Program seeing 4 major FMCG and agricultural companies join in Q1.
- Designed and implemented the business model i.e. payments for sponsorship of beehives aligned with our customers (ambassadors) CSR agendas.
- Lead the product development team tasked with the development of software products to digitise management of beekeeping (sensor technology)
- Investor/stakeholder relationships

IT Delivery Manager
June 2014 – April 2015 Stockholm (Scandinavian level)
@Trygg-Hansa/RSA Insurance Group (British multinational insurance group with approximately 16 000 employees) https://www.rsagroup.com

Part of the Scandinavian management team, reporting to the Scandinavian IT Delivery Director.

My deliveries included:

- Managed the Swedish IT team with 15 direct reports and 20 onshore consultants to deliver on IT requests in over 150 programs and applications used in our commercial line business;
- Managed deliveries within application maintenance including estimating costs, staffing, top-level impact analysis and ensuring customer and business need alignment;
- Migration from a mainframe (IBM) to .NET technology and Cloud (TIA Technology)

Staff development including workshops to engage in great collaboration. Moved between agile and waterfall approaches depending on project specifics and client goals.

Project and Change Manager
June 2012 – June 2014 Stockholm (Sweden)
@Trygg-Hansa/RSA Insurance Group (British multinational insurance group with approximately 16 000 employees) https://www.rsagroup.com

Project Manager, reported to the National Commercial Lines Director

Project Manager on "Sales 2.0" delivery, 2-year project re-instituting business processes including platform development in a complex organisational environment.

Managed the project streams for Brilliant service, Operational excellence, Technical excellence and Profitable growth from a commercial line perspective (direct sales) in the Nordic Change program that included establishing sales KPI´s, the build/adaptation of Superoffice Caesar CRM, simplified and modernised core business processes e.g. pipeline building

Big focus on stakeholder management, demonstrating risk and quality management, technical complexity and ensuring that deliverables were completed within planned time & cost frames.

Also in charge of building the operational plans and cost budgets for the commercial line division two years in a row