

# ROBERT DAVIS

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## CAREER SUMMARY

Diverse background in technical, telecommunications, body corporate and business related roles with extensive engineering design, project management, product management and business financial and operational management capabilities with a strong customer management and relationship focus.

As a well respected team player, I lead by example and have a proven ability to deliver technical projects that meet customer requirements and achieve business objectives.

Looking to leverage my skills in the software development space where I have always had a strong interest and now have the opportunity to follow my passion.

## KEY STRENGTHS

- Team player who excels in high performing team environments and copes well under stress
- Ability to analyse business problems from many perspectives and propose solid solutions
- Flexible operator that can easily adapt to business and organisational change
- Solid technology base across electronics, telecommunication solutions, IT and also software interpretation and design.
- Consistent project management capability on traditional and agile methodologies with a history to achieve service delivery product development and project goals. Scrum Product Owner (CSPO) and Scrum Master (CSM) certified.
- Effective communication and negotiation skills to realise business outcomes and manage and influence stakeholder expectations
- Strong commercial acumen with emphasis on managing product and project budgets, business case development and approvals, pricing, reporting and growing profit lines through development of new products and opportunities
- Extensive product management experience managing P&Ls to deliver operational plans on revenue, costs and customer satisfaction

## CAREER ACHIEVEMENTS

### SERVICE AND SOLUTION DESIGN

- Developed multi-technology telecommunications solution designs to support Optus tender responses to government, defence, media, finance, mining and other large enterprise customers. These designs mainly consisted of data services with a wide range of end to end connectivity including fibre, ULL, radio links, satellite and mobile. These designs were critical to Optus tender response success rate and formed part of the overall project plan.
- As design authority for Optus' Satellite broadcast services, developed a standard end to end design for implementation of satellite broadcast media services. This significantly reduced the lead time to implement a new service, reduced costs and improved service availability. This standard design was then used as a template going forward.

- Provided specialised technical support to sales and marketing for non-standard customer requirements that would normally have not been possible. This resulted in additional revenue and improved customer satisfaction.

## PROJECT MANAGEMENT

- As “product owner”, led the agile scrum development project to support the implementation of a new satellite bolt on for the Optus English Premier League service. This provided Optus commercial customers and consumer customers who had poor or no broadband service, the capability to access Premier League. A new service was successfully deployed in less than 4 months on a ServiceNow platform which had to support Optus enterprise, small business and consumer customers as well as other customer provisioning systems and installation sub-contractors.
- Project managed the successful delivery of over 30 customer service deployment projects as a specialist project manager for Optus generating multi-million \$ revenue. These high profile large budget projects were the result of successful Optus tenders and included Optus government, defence, media, finance, mining and other large enterprise customers. Services delivered included fibre, DWDM, ethernet/IP, voice, broadcast, satellite and mobile to a large number of customer sites covering Australia and NZ.
- Project managed the deployment of the Foxtel Pay TV satellite platform which included implementing a complete end to end satellite broadcast distribution solution which was delivered on time and on budget and supported Foxtel’s dominance as the leading Pay TV provider in Australia.

## PRODUCT MANAGEMENT

- Increased revenue by 65% through enabling the resign of key multi-million \$ broadcast contracts in a highly competitive market during the switchover from analogue to digital television in Australia. This required the establishment of a new state-of-the-art broadcast platform (“VAST – Viewer Access Satellite Television”) and end to end development of new products to support it. This was a high profile development with stakeholders including the Australian Federal Government, Free-To-Air broadcasters and Optus senior executive management. *My contribution was recognised by executive management as a runner up at the annual CEO awards for 2011.*
- Enabled a new multi-million-dollar revenue stream for the Optus Wholesale business as well as improved Optus consumer and business customer satisfaction by developing a new product to support Optus’ major push into media with the launch of the English Premier League service. This development was critical in allowing commercial customers such as hotels, clubs, sporting & gaming establishments access to the Optus Premier League service. A new go-to-market strategy was required to capture and manage the products commercial, legal, marketing and support requirements.

## BODY CORPORATE MANAGEMENT

- Managed over 50 strata schemes totalling over 700 lots in both NSW and QLD. This also required learning the different body corporate legislation for both states.
- Facilitated more than 150 Annual General Meetings
- Negotiated disputes between owners and body corporates
- *Nominated by the PICA Group for the Rising Star award for the annual Strata Community Association awards 2020.*

## PROFESSIONAL EXPERIENCE

### **PICA Group - Strata Manager Body Corporate Services**

**2019 – 2022**

Managed a portfolio of properties while maintaining positive working relationships with clients. As a body corporate manager, I was responsible for:

- Maintaining a strong knowledge of strata legislation
- financial management of funds and books of accounts
- Arranging insurances for body corporates
- Facilitating body corporate meetings
- Arrange building maintenance
- Dispute resolution

The role was very challenging but also rewarding in respect to managing customer expectations and educating owners and tenants living within body corporate communities.

### **SUROB INVESTMENTS**

#### **Small Business Owner**

**2017 – 2019**

With my partner, owned and operated a small hospitality business in Sydney's CBD between 2016 – 2019. I took a more active role in the business from 2017 – 2019.

My role was management of the financials, marketing, legal obligations as well as carrying out maintenance and working back of house when required.

## **OPTUS COMMUNICATIONS**

### **Product Manager – Satellite Marketing**

**2008 – 2017**

Directed the life cycle of Optus' satellite media broadcast product portfolio with accountability of >\$180m pa in revenue whilst achieving growth through a changing technology environment and maintaining revenue against a highly competitive market place.

Worked closely with the satellite account teams to develop innovative product solutions and effectively manage the deployment of those solutions to meet customer technical, financial and strategic needs through pre-sales and post-sales support.

### **Project Manager / Technical Specialist – Optus Networks Customer Engineering**

**2005 – 2008**

Represented Optus' Networks division in the project management and solution design development of over 30 major customer BID deployments in support of Optus' enterprise and wholesale tender responses.

End to end project management of out of plan customer deployments with multi \$m budgets was the main focus of this role. Projects were successfully delivered through close management of project teams, budgets, schedule and risk identification and mitigation.

### **Senior Network Engineer – Broadcast Engineering**

**Prior 2005**

Principle design ownership and responsibility for Optus' Satellite broadcast media services which included end to end management of satellite broadcast engineering projects and developments, technical planning, solution design, documentation, specification, procurement, installation, testing and commissioning of equipment and facilities.

### **Senior Network Engineer - Operations**

Operation and maintenance responsibility for Optus' domestic and international Ku and C-Band satellite facilities. This included creation and management of operation and maintenance plans and procedures,

measurement of key performance indicators across systems and customer services (data, voice and media), Tier 3 support in resolution of customer service issues, provision of customer services and project integration of engineering installations.

## TECHNICAL SKILLS & KNOWLEDGE

### Software & IT

- Full stack – including client and server side coding with HTML, CSS, Javascript and associated frameworks and packages such as bootstrap, JQuery, Node.js, Express.js, Handlebars, Sequelize, React and database systems MySql, Mongo, NoSql. MERN stack.
- ServiceNow
- MS Windows and Linux
- MS Office suite and VBA automation
- Google Docs
- AWS

### Telecommunications Technology

- Fibre & Data – DWDM, CWDM, SDH, DSL, Layer2/3 data services – (ELAN, EWAN, MPLS/VPLS, IP VPN, Carrier Ethernet), Internet services

### Satellite & Broadcast Technology

- DVB standards (e.g. DVB-S/S2/S2x, DVB-T/T2, PSI-SI)
- MPEG2/4, HEVC, SD/HD & 4K/Ultra HD, SDI, ASI, MHEG/HbbTV
- IP playout (unicast & multicast) and streaming technologies (e.g. HTTP, RTP, HDS, HLS, HTML5, DASH, DRM, Content Delivery Networks), Media Asset Management
- Component Level Electronics Design and Fault Finding

## EDUCATION & PROFESSIONAL QUALIFICATIONS

The Coding Bootcamp – Full Stack Web Development	Sydney University
Certified Scrum Product Owner (CSPO)	Scrum Alliance
Certified Scrum Master (CSM)	Scrum Alliance
Cert IV Strata Community Management	Australian College of Professionals
MBA (Technology Management) (Dean's list)	Chifley Business School
Advanced Diploma Project Management	ACPM
Diploma IT Network Engineering	TAFE NSW
Diploma Electrical Engineering	TAFE NSW

## PROFESSIONAL DEVELOPMENT AND TRAINING

- Effective Business Writing & Presenting With Impact – *Black Isle*
- Professional Negotiation & Influencing – *ENS International*
- Personal Effectiveness Program - *Insights Discovery*
- Fair Play, Privacy Awareness, Fraud Awareness, Information Security, EEO, WHS, Telephone Bomb Threat, Laser & Fibre Safety, Working At Heights – *Optus Learning Centre*

## REFEREES

- Available on request