

# Alana Mai Mitchell

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You might be thinking... "Wow Alana comes from a Product & Digital Transformation background, why is she talking to us about this role we have?"

Learning & Culture, Coaching, Facilitation, Leadership Development, Capability Growth, Engagement & High Performing Teams are what set my soul on fire. Since 2011, I've proactively volunteered to engage in these roles for my employers (on top of my demanding day job) and every of my internal/external clients have asked me back for more. I have an overflow of energy for these and to be employed by you as this as my actual day job would be the absolute highest form of service I can give to your organisation.

You can see more of what I'm really about on my website - [www.alanamaimitchell.com/cv](http://www.alanamaimitchell.com/cv)

## EXPERIENCE

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**www.alanamaimitchell.com**  
**Results Coach, Podcaster, Author**

Aug 2021 - Current

### Achievements:

- [Featured in ABC News](#) as a motivational coach for the expertise I have in personal & spiritual growth.
- As part of my side hustle as a Results Coach, coached a client on an 8 week high intensity coaching program, where she shifted her beliefs about what she was capable of and enabled her to trust.
- Created a podcast "[Transformation In A Moment](#)", over 2K downloads for 26 episodes and includes world pioneers as guests. Grew plays by 138% in Season 2 by optimising my delivery.

**Westpac Group**  
**Senior Manager Product Development, Home Loans**

May 2019 - July 2023

**Responsible for the Broker Hub experience, the digital one-stop-shop for 20K Brokers.**

### Achievements:

- Created a 10.5 points lift in Broker NPS with the Broker Hub website within my first 6 months of co-owning it. Our results rose from 56 to 66 partially through the usability improvements I delivered.
- Facilitated numerous large team sessions, most recently with Marty Cagan, Silicon Valley Product Guru for 110 Product Managers. On completion of those sessions, I am always asked back to do more.
- Asked by Programme Management to lead a series of workshops for the Senior Product Development Managers about best practice Agile Product Ownership and Professional Development.
- Managed an \$8.5M Agile technology investment in Customer technology to enable new customers to apply for a home loan and update their details in real time. Led and coached 2 full teams with 6 Business Analysts and delivery people onshore/offshore & consciously raised the bar for performance.

**Westpac Group**  
**Senior Manager Content Strategy, Business Bank**

Jun 2018 - May 2019

**Responsible for content strategy (including SEO) for the [www.westpac.com.au/business](http://www.westpac.com.au/business) site.**

### Achievements:

- Created a Content Strategy, which was endorsed by the Head of and picked up as best practice.
- 8 business customers interviewed on video testimonials. Put the business case together to secure funding at a great rate of \$10K (where the industry expectation is \$20K). In 8 days, the videos received 500+ views and business owners shared these on their own social media. One video was amplified on LinkedIn and Facebook by our Marketing teams, which resulted in 100K views.
- Led an initiative to spruik winning Best Business Bank at the Australian Business Bank Awards, designed a landing page, which was signed off in 1 day, and a targeting campaign to 108K new customers. The campaign received a 10% CTR, a best practice result for banner placements.

**Wild Edges**  
**Results Coach, Leadership and Development**

May 2016 – May 2018

**Set up my own business of leadership coaching to shift mindsets and expand people into their highest potential.**

**Achievements:**

- Engaged by the MD and Head of Talent at a leading data management provider to design and facilitate a goals workshop for 16 Sales Leaders. Invited to partner for further work on their 2 day ASEAN MD conference.
- Launched a digital platform on Social media. In the first 3 months, over 700 people engaged with the content, 25% proactively shared with their networks. This level of participation exceeds major brands.

**Westpac Group**  
**Digital Product Owner**

Jan 2015 - Apr 2016

**Held Product Owner responsibilities for Everyday Banking, and Sales accountability for Electronic Verification.**

**Achievements:**

- Led an Agile technology scrum team of 8 UX Designers, Developers, Coders and Offshore Testers to deliver a \$750K project investment with enthusiasm, data driven decisions and encouragement.
- After 2 releases, the Scrum Master said: *"She always gets the best out of people by appealing to their work ethic and personal ambitions. Alana's influence was so great other teams wanted her."*
- Managed the technology investment into new sales applications for eSaver and Choice transaction accounts. Delivered on time, to budget and with Adobe tags to achieve a 25% cross sell rate.
- Championed funding conversations with the Finance and Project teams to secure investment for new initiatives and ensured the business case benefits were accurate.
- Acted as coach to transition the Everyday Banking Digital team to Agile. Facilitated scrums, backlog prioritisation, user story sessions and retrospectives in a such supportive way, that within 12 weeks, this team was considered best practice in the business.
- Established a weekly forum across Product and Risk to drive optimisations for Electronic Verification. Identified and prioritised effective ways to report on performance, and led creation of tactical reporting.
- Negotiated Electronic Verification pricing with the external vendor, and delivered \$30K savings per year.

**Macquarie Bank**  
**Marketing Manager**

Dec 2013 - May 2014

**Contract for the "Conversation Series" project, with 8 nation wide Wealth Management client events.**

**Achievements:**

- In the post event survey, 92% of attendees rated the Conversation Series event as good or excellent.
- Joined the team where there was no structure for project delivery, and successfully introduced a methodology for continuous work flow across the Marketing, Design and Events teams. Also developed a project status update framework to clearly communicate with the Senior Leadership team.
- Managed external partner to deliver keynotes for Senior Leaders and speakers, on time and to budget.

**Almost a 5 year engagement, where I received successive promotions to serve in Sales leadership.**

**Digital Product Owner & Sales Manager, Superannuation**

May 2013 - Dec 2013

**With Digital Product Owner responsibilities for Essential Super, I managed significant stakeholder relationships.**

**Achievements:**

- Co-facilitated a 2 day team offsite for 40 people, one still remembered as their best time with the organisation.
- Influenced the technical development teams as Digital Product Owner to understand business objectives, user stories and solve challenges. Identified an Adobe Analytics tagging gap, communicated the case to Leadership and achieved successful prioritisation for implementation. Once launched, the application saw a 60% conversion rate and was the most accurate Adobe tagging at CommBank.
- Established a weekly working group, as a cross functional team across Product, Wealth Marketing, Consumer Marketing and Channel representatives, to drive sales initiatives. Discovered campaign landing pages were hard coded, and led a case to run Adobe Target on a new campaign page with MVT. Although the initial traffic volumes were insufficient to reach statistical significance, we migrated all campaigns to more flexible internal templates, thus saving Marketing all the Agency engagement costs.
- Trained, coached and buddied with a specialist client service team, Essential Super Services, to understand new NetBank functionality and improve their customer conversations. Used insights from the customer conversations to inform the benefits language in Marketing campaigns, leading to the "See your Super in NetBank" proposition featured ATL, on CommBank.com.au and NetBank.com.au.
- Built an Adobe dashboard with SiteCatalyst to provide real time insights on customer behaviour in the Superannuation portfolio. Ensured Digital held a leadership position amongst stakeholders.

**Career Break**

Feb 2012 - Apr 2013

- Instructed challenging wilderness expeditions in the USA with experiential educator, Outward Bound.
- Volunteered as an English teacher in Nepal. Established a new charity and raised \$20K in the first year.

**Online Sales Manager, Credit Cards and Personal Loans**

Jul 2011 - Feb 2012

**Promoted to drive Credit Cards and Personal Loans, led Electronic ID Check and managed the vendor.**

**Achievements:**

- Received CEO Award for proactively coaching colleagues on interpersonal skills and work performance.
- Business lead for Electronic ID Check redesign project. Over 12 months I collaborated with 15+ stakeholders (external vendors, Product, IT, Marketing, Legal, PMO, back office and frontline staff). Managed implementation for 14 products, improved user experience and unique selling proposition. Created a performance reporting framework, set benchmarks and lifted pass rates from 13% to 60%.
- Led external relationship for Electronic ID Check and held vendor accountable for performance. Influenced Senior Executives (Risk GMs) to approve new ID scorecard in a precedent for the Big 4.
- Achieved 111% YTD sales plan for Personal Loans and 93% YTD sales plan for Credit Cards.
- Managed \$2M discretionary budget for the Online Sales team and built strong relationship with Finance.

**Online Sales Manager, Transaction and Savings Accounts**

Nov 2009 - Jun 2011

**Online Analyst, Graduate Program**

Feb 2008 - Oct 2009

## EDUCATION

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<b>Lead to Succeed</b>   UNSW micro credential.	2022
<b>Service Design</b>   General Assembly.	2016
<b>Coaching Mastermind</b>   via an incredible small business owner.	2016
<b>Masters in Anthropology, Development &amp; Cultural Change</b>   MQ & UNSW   Incomplete.	2015
<b>Bachelor of Business</b>   University of Technology, Sydney   Marketing & Management w Distinction.	2007

## ACTIVITIES

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I love bushwalking, my daily meditation practice and learning my second language, Spanish. I also created and host a podcast called "Transformation In A Moment" - see [www.alanamaimitchell.com/podcast](http://www.alanamaimitchell.com/podcast).

I was the Engagement Lead for the Westpac Group City 2 Surf team this year, where I inspired and engaged 107 runners and walkers on the journey to achieve their best in this year's 14km race. Post race, a total of \$16,500 was fundraised by the runners & walkers in this group.

## REFEREES

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Available upon request.