

Tony David Lawrence BA Prof. Cert. Mgmt. MBCS MIIBA

Senior Business Analyst

34 Gurdon Road, Grundisburgh, Woodbridge, Suffolk, IP13 6XA

E: Tony@AntonyLawrenceCBA.co.uk **H:** 01473 738104 **M:** 07900 256021

KEY ATTRIBUTES, SKILLS AND COMPETENCIES:

- Experienced IT professional with roles including Senior Business Analyst, Change Manager, Team Leader, Business Consultant, and PMO Support Analyst
- 20 years IT and Business Change experience, of which 7 years+ as a Business Analyst, in the Insurance/Financial Services, Retail Energy & Education/Assessment sectors
- Highly motivated, analytical, flexible, goal-oriented attitude. Equally competent on individual tasks, working as part of a team, or leading a delivery-focused project team
- Proven success in all stages of the System Development Life-cycle deploying various technologies and across multiple platforms; multi-tier internet (B2C & B2B), client-server, mainframe, distributed, EDI, desktop & third party integration
- Unique experience in business & process modelling for BPR/BPI, CASE tools, application architecture, Business Components (within a Service Oriented Architecture) & UML techniques
- Builds strong working relationships with Colleagues, Customers and Partners at all levels
- Uses structured methodologies and excellent interpersonal & administration skills to achieve business objectives in developing strategic direction, managing change & delivering IT solutions
- Thrives on challenges, especially developing with leading-edge technologies, innovating business practices, and exploiting new markets & opportunities
- Competent with Microsoft Office products including Project, Access, InfoPath & Visio
- Web and component technologies, including Web Services, .Net, Java-based & Open Source

CAREER HISTORY HIGHLIGHTS & MAJOR ACHIEVEMENTS:

PROVIDENT INSURANCE PLC: SENIOR BUSINESS ANALYST/PMO

2008 (6 MONTH CONTRACT – 2 TERMS)

- Worked with the Project Management Team and Senior Stakeholders to develop a best-fit methodology as part of the 'Planning & Defining' phase of significant strategic projects,
- Developed a requirements model for web-based eCommerce solutions, back office integration and support, operating in a multi-channel commercial environment (Private Motor Insurance),
 - Adapted and deployed various UML techniques and traditional documentation to articulate project scope, business and system requirements,
- Worked with Third Party partners and service providers; including Aggregators, Payment Service Providers, and parent company (GMAC) Programme Office,
- Provided consultancy, mentoring and informal training to IT colleagues and business champions.

- Undertook a different, more senior role for a second term with the Client; lead Analyst on 2 web projects (B2B & B2C), working with Business Stakeholders and external developers.

SURECOMP BUSINESS SOLUTIONS: BUSINESS ANALYST

2007/08 (6 MONTH CONTRACT)

- Documented current and future-state Business Processes, and functional requirements for my Client's Customer (a Dutch-American bank and Factor),
- Developed requirements models and gap analyses for Commercial Finance software solution: including Credit & Risk Management, Basel II Reporting/Compliance, Collateral Audits, and Financial Reporting etc.
- Facilitated UK and overseas cross-functional workshops, which included Senior Stakeholders.

CAMBRIDGE ASSESSMENT (UCLES): SENIOR BUSINESS ANALYST

2003 TO 2007

- Managed other Senior and Junior Business Analysts in various engagements and to develop professional services in the organisation; including establishing UML guidelines & role-based competencies, coaching, recruitment and performance management
- Produced a strategy & development 'roadmap' for Creditor Payment Process improvements programme, facilitating workshops & modelling of the current and future operating environments;
 - Implementation of a number of IT and business change initiatives from the production of the Business Case through to the realisation of significant Business Benefits,
 - Gathered, analysed and managed requirements using User Stories and UML Use Cases, Components, Processes & Classes (Enterprise Architect),
 - Worked with business stakeholders and developers (web & legacy) on functional specifications, usability testing, training & implementation,
- Supported Sponsor and Project Teams in procuring software, and development & servicing arrangements for a number of diverse business opportunities, including preparation of RFI & RFP documents, analysis & selection of proposals, and working with successful bidders/development partners
- Leading the development and deployment of Agile techniques as lead analyst/team co-ordinator
- Lead analyst capturing requirements and functional gap analysis for a new 500K extranet website (B2B). Developed a requirements model using UML, innovating tools & techniques within the Information Management group and Customer community
- Managed project to implement a new e-commerce solution for Sale of Publications – overall control of business work streams and third party supplier
- Worked with all levels in 4 divisions from Directors and Senior Managers down, to elicit and document a 'Web technologies and Digital Media' strategy; resulted in the formulation of a phased collaborative e-commerce development programme

- Lead Business Analyst for OCR Exam Board as part of the government-sponsored modernisation initiative. Specific responsibilities included high level scoping, impact analysis, IT resource planning, working alongside internal & external stakeholders

TXU ENERGY: BUSINESS ANALYST

2002 (FIXED TERM CONTRACT)

- Established and managed a Project Office, and organised a Programme Board for innovative Retail Energy initiatives. Provided audit & control mechanisms, resulting in successful planning & implementation of a £4M bespoke white-label IT solution and sales & customer servicing operation (first-in-market)
- Lead Business Analyst/Project Manager rapidly developed a unique energy sales proposition with the business, and servicing & IT partners

AXA INSURANCE: EBUSINESS CONSULTANT

2000 TO 2002

Part of a business-focused IT team, delivered strategic Internet applications offering insurance products and services to the public. Worked closely with the business, and technology partners from the inception of the programme; gathering requirements; liaising with web design agencies; managing web delivery; implementing 'joined-up' integrated business solutions.

- Lead Analyst on the first AXA UK application to sit on a strategic e-Commerce architecture. This award-winning direct (B2C) insurance website greatly surpassed expectations of market success;
 - Full service solution from quotation through business take-on (electronic payment) and maintenance,
 - Achieved a seamless integrated web solution deploying Sapiens eMerge and leveraging legacy back-office systems. Resulted in reduced costs and time-to-market,
- Jointly developed a bespoke methodology for quick & efficient web development based on Rapid Application Development (RAD/JAD) best practice and UML tools & techniques
- Managed the development of a branded web application for a partner, RACe, in less than 3 months with more than 75% re-use
- Outsourced the fulfilment & servicing of web sales to a Third Party Administrator (CEGA). Expedited the time-to-market for a new web-based Travel Insurance product using external systems & expertise, and a secure XML data transfer mechanism
- Established business capability to service internet Customers through a new Contact Centre operation. Provided the requisite training, IT infrastructure, systems & procedures

AXA INSURANCE: BUSINESS SYSTEMS CONSULTANT**1996 TO 2000**

Following promotion and relocation to Ipswich, undertook a specialised business-facing role developing departmental & corporate standards, and modelling & architecture tools & techniques.

- Responsible for developing a General Insurance Business Model, and producing Applications Architectures as a blueprint for future strategic systems development
- Set-up and managed the Project Office for the implementation of Huon as a strategic platform for sales, underwriting and policy administration; successful delivery of significant phases on time and to budget
- Established a first-line Business Support Team, from inception to successful implementation for 1600+ Sales & Customer Service Advisors
- Managed User Acceptance Test teams of up to 10 business & IT people, notably working with AA Insurance Services on Full-Cycle EDI, and Finance & Renewals functions
- Selected and procured Corporate Modelling tool (CASEwise Modeler™). Developed usage guidelines, standards & training material. Facilitated the creation and documentation of process maps for business ownership & system maintenance

GUARDIAN INSURANCE: IT DEVELOPER AND SYSTEMS ANALYST**1989 TO 1995**

Undertook formal analyst/programmer training (SSADM), and subsequently worked as a programmer, systems analyst, project manager and systems architect.

BUPA: STATISTICAL ASSISTANT**1987 TO 1989**

Undertook various roles, culminating in analysis of large corporate customer accounts (staff health insurance schemes), for relationship retention and development.

QUALIFICATIONS:

Sponsored Training - Including; **SSADM, Requirements Management, UML & Consultancy Skills**

Open University - **Professional Certificate in Management** (May 1998)

- **BA Degree** (June 1992) including Software Engineering, Data Modelling/Database Design

Harrow Weald Sixth Form College - **3 GCE A Levels** Mathematics, Further Maths, Physics

Rooks Heath High School, Harrow - **12 O/A and O Levels**

MEMBERSHIP OF PROFESSIONAL BODIES:

- British Computer Society
- International Institute of Business Analysts