



Adrian Barkus

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Profile

I got totally hooked on technology when I began my "Electronic Weapons Systems Apprenticeship" with Australian Defence Industries. 26 years on and I still catch myself been amazed at great technology, that's what I love about it... it surprises me.

I've always being passionate about helping people. I like understanding people and I like the differences in them. I think that's what keeps bringing me back to technology, it's like a language that helps people to communicate better and faster, essentially creating great teams.

Is there a process to my work? Yes. My style is a combination of setting a strong vision, clear milestones, open and agile team management, high pressure military style timing and team bonding. This approach fosters a do-whatever-it-takes approach to build, deliver, and adopt, exactly the right business system to help a companies staff, to get stuff done and prosper, That's my job, and I really love it.

Skills

Staff Management - Operate teams that take pride in their work, along with an intense focus on the mission.

Project Management - True Agile project management that follows Chaos Theory, Kaizen, Systems Thinking, Risk Management & Return on Investment.

Vendor Management - Making sure they remain invisible, on budget and on track. Negotiating and tough vendor management skills are sought after.

Financial Management - Cash is king approach to vigorously and continuously cut expenses to fund new initiatives instead of asking for handouts.

Internal Reporting - Excellent communicator, keeping peers up to date with progress so I don't join the ranks of "cost centre" in their minds.

Diplomacy - Ability to interact effectively with peers in the business to ensure a collaborative business success.

Experience



Head of CRM & Customer Contact Systems, Fairfax Media Limited – Jul 2014 - present

Scope:

Rescue a stalled CRM & Customer Contact Systems project | Across over 800 Brands with a combined annual earnings of \$2 billion | Geographical reach is Australia, New Zealand and Philippines. | Setting direction and vision all customer contact systems at an enterprise level | Establish and operate an Enterprise "Build" team | Establish and integrate a "business as usual" team of administrators | Technologies: Salesforce.com, Sales Cloud, Service Cloud, ExactTarget Marketing Cloud, Salesforce1 Platform, Salesforce Chatter, Salesforce Communities, Softphone integration. | Cirrus Insights | Walk Me | Universal Platform | SAP | Genera | Pongrass.

Key Achievements:

Established development team | Record 24,971 System Improvements in 9 months | Achieved 100% User Adoption with Salesforce Users | Held 3 Innovation sessions with key executives to align major business units.

FINANCIAL
REVIEW

BOSS

THE ~~Age~~ AGE
INDEPENDENT. ALWAYS.

BRW.

Experience



Senior consultant,

System Partners – Jan 2014 - Jul 2014 (7m)

Scope:

A 6 month contract to rescue stale client projects that were older implementations and handle the work, and client relations so System Partners management could focus on new profitable contracts. | Salesforce.com architecture | Implementation work | User Training | Customer relations | Project management.

Key Achievements:

Rescued stalled projects | Assisted with new project sales | Assisted with implementing policies and procedures. | Delivered Financial Service, Not-for-profit, Insurance, Investment Banking, Travel, Commercial Banking systems.

FEATURED PROJECTS



Experience



Managing Director,

Driven Action – jun 2006 - dec 2013 (7y/7m)

Scope:

Design Salesforce.com Sales and Marketing solutions to meet business requirements | Manage data and design analytics to track key sales cloud metrics | Design interaction channels and build interfaces to maximise agent productivity | Manage user data and security | Maintain and customise Sales cloud and Service Cloud applications | Build reports and dashboards and workflow | Optimise and extend Sales Cloud and Service Cloud applications | Design advance reports dashboards and business process automation | Build custom applications | Design data models user interface business logic and security for custom applications.

Key Achievements:

Delivered well over 60 major projects | Worked in Multinational organisations mostly in Australia, Europe and America with well know brands such as HLB Mann Judd, Swinburne Online University, Couriers Please, Vanderbilt & Stamford Universities. | Assume overall responsibility for around 47 Salesforce.com consultants and developers | Implemented Pivotal Tracker company wide, to enhance Agile Development approach of the firm while implementing

FEATURED PROJECTS



Experience



Innovation Consultant,

BDO – 2005-2006 (1y/2m)

Scope:

Identify and commercialise new software-as-a-service opportunities for the firm based on the current intellectual property assets (key staff) in the firm | Design technical architecture solutions that span multiple platforms from Heroku to Zendesk and Twilio | Integration and authentication across systems | Manage the development lifecycle with Agile project methodologies | Ensure the delivery of highly secure by selecting inherently secure language (Ruby on Rails) combined with double application authentication via sms password access for secure solutions that were optimised for performance and built to scale | Design Sales and Marketing solutions to meet business requirements of new products.

Key Achievements:

Launched applications on Heroku | Amazon AWS based Application Platform | Delivered 21 applications to the business | Managed outsourced development vendors | Tracked project progress using Agile methodologies rather than the firms usual Prince 2 methodology | Apps delivered include a long term date reminder for client options trading, and a document repository database for the storing of important client documents such as wills and share certificates.

Experience



Online products BDM, Thomson Reuters – 2004-2005 (1y/3m)

Scope:

Increased the sales of online product offering by identifying and managing new business opportunities for business generation in the accounting and legal sectors of Queensland, the Northern Territory and South Australian markets.

Key Achievements:

Increased client portfolio by \$2.5 million during my time. | Added more clients for the firm than any other staff member in Australia | Managed the Largest geographic territory in the world for Thomson with a \$25 million p/a budget. | Assisted with the launch of new company products | In particular the Division 6 Tax Calculator by acting as a go-between for the product development team and the test users in the existing client base | Assisted product managers to refine a web-development offering with the packaging of web design services into a product list | Delivered regular skills training to other staff on Mind-Mapping and Account planning.

Experience

Director,

Plant Prescriptions – 1992-2003 (11y/2m)

Scope:

Start a business to work between study times while being a student | Being from a family in the building industry create a business in the industry I grew up in.

Key Achievements:

Created a business and operated it for 11 years with a staff of 25 | Built a client base in Brisbane and Sydney | Renovated Barry Humphries' Sydney mansion. | Created business processes | Implemented Act CRM and customised it over a 8 year period.

Electronic Weapons Technician,

THALES – 1988-1992 (4y/9m)

Scope:

As a private contractor, liaise with system owners, diagnose issues, provide maintenance, repair and rebuild - fire control, radar and sonar systems aboard Australian Naval Ships & Submarines as required.

Key Achievements:

“Top Secret” clearance by Australian intelligence organisation ASIO | Rebuilt sonar system for an Oberon Class Submarine | Maintained torpedo's for Fremantle Patrol Boats | Rebuilt HMAS Vampire fire control radar | Maintained HMAS Canberra, a Frigate class ship, Harpoon Anti-Ship missile system | Maintained HMAS Torrens, a River Class Destroyer Ikara Anti-Submarine missiles (my favorite piece of hardware), missile launcher & Missile control system | Custom written software on Naval Tactical Data System in Combat Information Centers (CIC) onboard Frigates, Patrol Boats, Oberon Submarine and River Class Destroyer | Specialised electronics hardware repair equipment and electronic devices | Metal working techniques | Traditional rope knot tying while looming electrical cables.

Recommendations

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I have always enjoyed working with Adrian, he is thoroughly professional and has an excellent knowledge of his industry. Adrian's willingness to donate his time to helping others using both his personal and professional skills thoroughly deserve the recognition he has gained and means he is someone who can be trusted in any circumstance.

Matthew Sutton

“

Adrian is great to work with. He knows Salesforce.com and how to get the most from it. And, as a client, he's always acted with integrity.

Brett Greathouse

“

Adrian has the experience and technical skills mixed with an energetic but relaxed outlook to be a great senior addition to any project. His confidence and communication skills allows him to be in a room with any C-level to the most junior of staff and facilitate conversations that tackle project challenges in an effective manner.

Abe Diamond

Recommendations

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Adrian acquired a lot of international experience in business analysis and consulting that was very valuable to us. He is a problem solver and is not afraid to take new challenges. He has strong soft skills and is very professional dealing with clients. It is also really nice working with him as he never loses his positive attitude, something very important to keep the team motivated. I hope I will have the chance to work with him again in the future.

Maëlle Polak

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Adrian is a highly skilled consultant with a vast knowledge of the Salesforce.com platform. He has a passion for designing effective CRM solutions for a wide range of businesses. Adrian has an innate ability to connect with business stakeholders from the most senior to the most junior which helps ensure that solutions not only meet business needs but are end user friendly. I highly enjoyed working with Adrian and would have no problem recommending him to any organisation.

Dylan Jobson

Recommendations

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Adrian runs all of our projects with a real focus on the ultimate users. His team leadership is exceptional and only matched with his depth or knowledge of practical applications in the real business world. It's a pleasure to work with him.

John Stapleton

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Adrian is an absolute pleasure to work with. He is courteous, professional, and will always go above and beyond to get the job done.

Nicole Watson

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Working with Adrian, you'll quick find his approach to be practical, direct and very experienced. He is a pleasure to work with and his results speak for themselves. I look forward to working with him on many projects to come.

Ian Carpenter

Recommendations

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Adrian Barkus is an excellent project manager. His ability to use systems and resources to properly time manage and direct various steps in the production process were excellent. He made every step in the development process seamless and efficient.

Will Focus

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Adrian is one of the most innovative thinkers I've had the pleasure of meeting. With a passion for technology and a rare ability to communicate technological business solutions in an easy to understand manner that makes them relevant to solving real business problems.

Damon Hayhow

“

Adrian is a cutting edge programmer and innovative thinker with a broad portfolio of solutions which cover an extremely wide range of business scenarios. Highly recommended.

Steve Harris

Recommendations

Education

salesforce.com Certified Administrator – 2013

Certified ScrumMaster – 2009

TAFE, Brisbane, Associate Diploma Applied Science, Design – 1995

TAFE, Sydney, Associate Diploma Applied Science, Electronics Engineering – 1992