

Brendan Edwards

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Professional Profile

Business analyst and project manager with extensive experience delivering process improvements, stakeholder engagement, and digital transformation in both government and private sectors. Recognised for pragmatic problem-solving, cross-functional leadership, and a strong focus on optimising business outcomes through data-driven analysis and collaborative project delivery.

Core Competencies

- Business Analysis and Requirements Gathering
- Project Management (Agile and Waterfall)
- Stakeholder Engagement and Communication
- Process Improvement and Optimisation
- Change Management and Training
- Digital Transformation and Systems Integration
- Documentation and Reporting

Professional Experience

PowerMaintenance Group

Private Business: Commercial and Industrial Energy Broker

Digital Marketing Manager and Project Manager

Oct 2018 – Oct 2024

- Led business process automation projects, standardising contract workflows and improving data accuracy, which reduced processing time and increased throughput during peak periods.
- Managed end-to-end project delivery for new digital platforms, including requirements gathering, vendor selection, stakeholder liaison, and user acceptance testing.
- Conducted competitor and product analysis to inform business strategy and application selection, resulting in the adoption of scalable, off-the-shelf solutions.
- Coordinated cross-functional teams, trained staff in SEO and digital best practices, and developed documentation to support ongoing operations.
- Achievements: Improved contract negotiation efficiency, annulled counterclaims through technical evidence, and enhanced web presence via data-driven audits and analysis

Telstra Network Operations

National Telecommunications Infrastructure Management
Broadband Designer

Mar 2016 – Jun 2018

- Managed critical migration projects, including the decommissioning of legacy platforms and the transition of government and enterprise clients to new solutions.
- Developed and implemented reporting tools and dashboards for project tracking, resource allocation, and stakeholder communication.
- Coordinated national teams for hardware upgrades and change management, ensuring compliance with project timelines and quality standards.
- Liaised with internal and external stakeholders to document requirements, interface agreements, and process improvements.
- Achievements: Reduced costs and improved reliability through process optimisation, received recognition awards for project delivery and stakeholder engagement.

Australian Drug Foundation

Not For Profit: Harm Prevention Advocacy and Education
Web Analyst

Dec 2012 – Nov 2013

- Managed and consolidated web presence for 10+ sites, improving up time and reducing risk through process audits and stakeholder consultation.
- Implemented analytics tracking, event tagging, and SEO compliance, and provided training and documentation for content managers.
- Developed dashboards and reporting tools for monitoring website performance and downtime, supporting data-driven decision-making.
- Achievements: Influenced SLA adoption, improved DNS reliability, and streamlined reporting processes using business analysis and stakeholder engagement.

Business Victoria Online

State Government. Improving Engagement and Education for Victorian Small Businesses
Product Coordinator and Application Manager

Feb 2011 – Nov 2012

- Managed the application lifecycle for key business platforms, including requirements gathering, change requests, and user training.
- Coordinated a team of 8 staff, reported to management, and acted as technical representative on hiring panels.
- Improved event management system usage and user experience by discovering and documenting new features and developing user-friendly documentation.
- Conducted audits and analysis of product usage, compliance, and customer insights to inform business strategy.

Additional Relevant Roles

- Virtual Accident – Web Architect (2013–2015): Led requirements analysis, vendor management, and documentation for eLearning and eCommerce solutions.
- Express Teleconferencing – Technology Officer (2007–2008): Managed IT systems, vendor relationships, and process improvements during organisational growth.

Education

- Graduate Certificate in Applied Data Science – Charles Sturt University, 2022
- Master of Arts (Virtual Communications) – RMIT University, 2006
- Agile Data and Information Management – Charles Sturt University (short course), 2021
- Marketing Analytics and Insights – RMIT University (short course), 2018

Technical and Business Skills

- Business Analysis: Requirements gathering, process mapping, stakeholder interviews, documentation
- Project Management: Agile, Waterfall, Jira, Confluence, Open Project
- Stakeholder Management: Cross-functional team leadership, vendor management, training
- Process Improvement: Workflow automation, standardisation, reporting tools
- Communication: Technical writing, user manuals, executive reporting

Selected Achievements

- Delivered process automation that improved contract processing throughput and data quality
- Successfully managed national migration and decommissioning projects for major clients
- Influenced adoption of SLAs and risk management policies through business analysis
- Developed dashboards and reporting tools for improved decision-making and stakeholder communication

Professional Development

- All-Energy and Waste Australia Exhibition and Conference 2022
- Business Analytics Tools for Finance Professionals (CPA Australia) 2022

References

Available upon request.

Other Interests

- Remediation and Rewilding Project (restoring native flora of around 70-100 years ago, Langwarrin 2021-now
- Photography: Frankston Photographic Club (member, previous Social Secretary) 2013-now
- SCUBA Diving. (Recreational 40m, NASDS and PADI Divemaster, Australia and International sites 1987-2012
- Mechanical Clocks (Glass, Brass and Skeleton) 2000-now
- Classic Cars: Owner of a 1987 Mercedes 230 TE (estate, wagon) 2022-now