

## **Sarah Elizabeth Evans**

E: sarahev@gmail.com T: +971 55 1139628 ae.linkedin.com/in/saraheevans/

### **Overview**

- Digital Transformation Programme/Product Director with 15+ years experience delivering Digital Transformation, E-commerce/Omni-Channel and App programmes
- Excellent awareness of the MENA digital landscape and emerging trends
- Experience in managing and leading multi-functional teams in Europe and GCC
- Creative thinker, data driven and delivery focused
- Ability to combine innovative ideas with commercial awareness

### **Skills**

**Strategy & Product:** Business requirements and process analysis, competitor and market analysis, solutioning, service design, customer journeys, product roadmap, product backlog

**Build & ship:** Product leadership in agile/scrum/CICD environments – Jira, Aha, Basecamp, Trello

**Optimise:** Set/monitor KPIs: Google Analytics, Omniture, Firebase, AppDynamics, Splunk, Excel, SQL

**E-commerce/Omni-Channel:** Dynamics 360, Hybris, Magento, Salesforce, Mirakl, Maxxing, RichRelevance

### **Work Experience**

**November 2020 - present**

**Bloomingdale's (AI Tayer Group)**

**Consultancy Beauty Customer Experience Strategy**

**Key responsibilities:**

3 year strategic plan to enable Beauty Category digital growth. Market and competitor analysis, supplier analysis and selection, business case and ROI model, new loyalty program, customer personas, product selection strategy, product roadmap, product backlog, budget, project and resource plan for Phase 1.

**May 2020 – November 2020**

**New Day Start Up**

**Consultancy Omnichannel Launch Strategy**

**Key responsibilities:**

Concept and strategy for a tech-driven, multi-brand Beauty Omnichannel start-up with Tier 1 mall presence. 3 year strategic plan and financial model including team structure and software selection across ERP, e-commerce, in-store, fulfilment and last mile. Product Roadmap, brand selection, customer acquisition and retention strategy.

**September 2019 – March 2020**

**RAK Bank-Wipro Digital**

**Programme Director Digital Transformation**

**Key responsibilities:**

Digital transformation and process re-engineering of core banking functions Retail banking, Credit, Compliance and Risk to identify the process and system requirements that enable the change to agile methodology. Drive behavioural changes; designing change strategy, assessing stakeholder impacts and organisational readiness. Product development improvement and Product/Service portfolio optimisation. Refine Customer Journeys using data-driven optimisation methodology. Launched Skiplly app and Digital 2.0 programme.

**September 2018 - September 2019**

**Accenture Interactive**

**Digital Transformation Manager**

**Key client assignment:** Integrated Omnichannel Programme for one of the largest retail holding companies in the Middle East

**Key responsibilities:** Developed and implemented digital programs to create a more seamless experience across retail and digital channels including the launch of Personalisation integration (RichRelevance, Salesforce) and Marketplace (Mirakl). Build and develop digital strategy, financial models and execution teams.

**Key client assignment:** Digital Transformation of Corporate Travel offering for one of the largest travel groups in the Middle East

**Key responsibilities:** Strategy and planning for the Government travel transformation program in KSA. Understand business and user requirements to create a 3 year product vision roadmap and detailed product strategy and backlog.

**June 2014 - September 2018 Amazon (Souq.com)**

**Senior Product Manager – Fashion & Brands**

**Key responsibilities:** Integration planning and execution for Category transformation to Amazon systems/processes Strategy, roadmap and launch of Fashion category on iOS Android and Web. Increased conversion rate by 1200bps 1 year post launch. Merchandising strategy for Fashion and Brand Stores in UAE, KSA and Egypt launching personalisation and custom curation tool built for purpose. Launched Brand Store experience on iOS, Android, Web, Onboarded 103 brand stores across UAE, KSA, EGY generating >\$1million revenue in the first year.

Programme Management lead of cross functional/cross regional teams for White Friday event.

**September 2012 – May 2014 Landmark Group**

**Senior Product Manager – Fashion Omni-Channel**

Launched the apparel category online Dec 2012. Omni-channel programs for click & collect and return to store. Implemented the first Fashion Show live-streaming event in UAE increasing traffic to Splash by 359%, launched Iconic and Max EN and AR, launched Centrepoint EN/AR.

Retail ME awards winner 2012 (ICONIC) 2013 (Splash)

**April 2010 – August 2012**

**Freelance E-Commerce consultancy**

Tommy Hilfiger (Germany) and House of Fraser (UK)

**April 2006 – April 2010 Manpower Group**

**Experis Freelance Digital consultant**

**Key responsibilities:** Business planning and proof-of-concept process to launch and optimise contractor solutions across Digital landscape including programs for IBM, BT, Cap Gemini, Ministry of Justice

**April 2001 – March 2006**

**Ultraviolet Design Limited [www.uvd.co.uk](http://www.uvd.co.uk)**

**Creative Director/Account Director**

Digital applications for The Sunday Times, BBC, and Esso.

**Key achievements:** 3 New Media Age awards

**January 2000 – April 2001**

Freelance UX Designer BBC, The Sunday Times, Channel 4, The Telegraph Group, World Vision, DeAgostini

**Education**

**BA (hons) Information Design**

University of Westminster

**Additional courses**

Design Thinking, Google Analytics & Adwords, Prince 2, ITIL, Scrum Master

**References Available on request.**