

# POST-MERGER FINTECH TRANSFORMATION

## AT A GLANCE

### CHALLENGES

- Newly-formed team struggling to plan without a leader
- Fixed scope and challenging timeframes to avoid re-licencing existing systems

### BENEFITS

- Team rapidly became high-performing and delivered the transformation scope on time
- 1 month post-launch, the new website had improved discoverability, +20% new users and +140% new enquiries



"For over 20 years I've helped household name organisations across Australasia and the UK make smarter decisions, faster, and drive change.

Work with me to get clarity and consensus on a pragmatic way forward."

### REBECCA SPEIRS

Adapt & Improve Consulting

## COMPANY OBJECTIVES

- Post-merger transformation programme to consolidate systems onto an Australian fintech's group platforms to facilitate sales-led product growth across two brands

## CONTEXT

- I was brought in to lead when the newly-formed Content Management Systems team were struggling to plan, prioritise and deliver without a Product Manager
- My assignment involved leading the migration of a brand's web channel onto group platforms
- At the point I joined a 'minimum viable product' feature set had been agreed and UX design had started

## APPROACH

I steered the team by:

- bringing product, tech, design, and marketing leads together to make key decisions collaboratively
- team chartering to clarify ways of working
- visualising all systems and integrations involved in delivering a feature set, to enable rapid shared understanding, and consensus on solution design
- ensuring our quarterly planning processes ran smoothly and was realistic by having the team prepare estimates

## RESULTS

I led the team to deliver increments consistently, build confidence, and become high performing. We delivered the transformation scope for the website on time.

*"You stepped in and pulled everything together when things were at their toughest, and you have been a stabilising force for the project team. Your calm demeanor and ability to focus on the big picture while keeping everyone on track have been an incredible asset to the team."*

Hema Patil, Senior Product Designer