

TOM SYKES

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PROFILE

Ambitious with extensive experience and a sustained record of success across the Financial Services Sector. Delivers business transformation, manages teams and implements large-scale change solutions. A proficient strategist, with a clear understanding of business needs and proven ability to deliver full-cycle projects; capturing and analysing requirements whilst supporting effective communication and optimised delivery and operational change. Champions small to global complex programmes of change and participated from inception through to post-live.

A 'can do' professional with a team focussed ethos and an eye for the bigger picture; providing solutions with both the end-user & business goals in mind.

SKILLS AND EXPERTISE

- Business change management
- Business process improvement
- Project/Programme management
- Transformation management
- Personal development
- Requirement gathering/system analysis
- Project collaboration tools
- Leadership, mentoring and training
- Agile methodologies
- Stakeholder engagement
- Budget management and forecasting
- Project governance and testing
- Transition management
- Financial Services expertise

PROFESSIONAL EXPERIENCE

Jun 2022 – Present

Change Lead – University of East Anglia, Norwich

Key Achievements and Responsibilities;

- Consulting with Exec Team and working as part of the university Strategic Programs Team to deliver significant change programmes
- Identifying operational areas for transformation to suitable digital environments
- Engaging stakeholders and operational staff across the institution to mobilise new hardware and software
- Guiding departments through the implementation of regression testing framework, primarily in working with SaaS providers – ensuring SLA's align with strategic objectives of our institution.
- Reviewing current systems, proposing alternatives and improvements to align with the digital strategic aims of the institution – subsequently engaging suppliers and leading tender process

Jul 2020 – June 2022

Change Management – Jones Lang LaSalle, Norwich

Key Achievements and Responsibilities;

- Plays a leading role driving the innovation and delivery of high impact training modules across Client Financial Services for new ERP and CRM systems, working to ensure all organisational objectives are achieved
- Involved in process improvements; within Standard Design, Operations and Project Management; gathering requirements, implementing a front-end process for identifying issues, determining risk and coordinating with all departments involved
- Partners with project stakeholders to review and develop new processes, along with change management and training documentation
- Successfully conducted regression testing for the embedding of a new CRM system leading to the new system; creating plans for operational processes to ensure minimal business outage

Jul 2017 – May 2020

Founder / Director – Duco, Norwich

Key Achievements and Responsibilities;

- Championed a key role in the conceptualisation and launching of a sustainable fashion brand, overseeing the onboarding and business development of a portfolio of international suppliers, European and Asian based factories
- Championed internal cultural change to instil awareness of commercial realities and revise processes to ensure a high level of customer satisfaction
- Start-up and ownership of all change initiatives, enabling improved resource planning, oversight and application of appropriate change methodologies, governance and performance metrics: delivering resource alignment and capacity

planning, improved prioritisation, transparency, communications and buy-in coupled with on-time, on-budget delivery improvements

- Utilises commercial abilities to drive the B2B and B2C market increasing conversion; identifying market trends and gap analysis
- Analysing the market landscape, identifying commercial deal opportunities, identifying potential industry and connected industry acquisitions and engaging senior leadership
- Drove collaborative relationships with national climbing teams resulting in the securing of sponsorship of GB Climbing
- Held full ownership of all day-to-day operations and management of the business as well as ensuring compliance with all regulatory legislation and guidelines
- Liaised extensively with partners, gathering requirements and understanding each partner's overall strategy, business objectives and competitive position
- Led all aspects of Product Strategy for Business Reporting and Efficiency across a complex corporate environment maximising market share, turnover, and profitability
- Ensured mid and long-term business success by providing a competitive regional product portfolio whilst also managing product positioning and conducting detailed and comprehensive competitor analysis
- Carried out staff appraisals, manage performance and disciplined staff, whilst also delegating work to staff and managing their workload and output, driving a culture of best practice and continuous improvement

Feb 2018 – Jul 2020

Accounts Administrator / Client Accountant – Jones Lang LaSalle, Norwich

Key Achievements and Responsibilities;

- Took ownership and lead the coaching and training of a multidisciplinary team, working to ensure all KPIs and SLAs were achieved
- Gained key recognition for operational excellence resulting in the successful promotion to Senior Administrator and Client Accountant
- Tasked with the daily management of funds, involving allocating workloads and resources across the team, whilst acting as the main conduit for all direct client reporting
- Drove collaborative relationships with clients, internal and external staff members

PREVIOUS EMPLOYMENT

Overheads Analyst | Bernard Matthews, Holton

Sept 2018 – Feb 2019

Sales Assistant | Nike, Norwich

Nov 2015 – Aug 2017

Account Manager | Three Crow Media Group, Norwich

Feb 2014 – Aug 2015

EDUCATION AND PROFESSIONAL DEVELOPMENT

University of East Anglia, Norwich

Sep 2013 – Aug 2016

BA Hons Degree: Business Management, Second Class Hons

Modules including:

- Financial Management
- Marketing in practice
- Globalisation
- Management of people & organisational change
- Macro Economics

City College, Norwich

Sep 2009 – Aug 2011

A 'Levels: Business Studies – B, Media Studies – C, English Literature – C, Level 3 Apprenticeship in Business Management – Merit, Awarded "Highly Commended Apprentice" for work in placement

Bungay High School, Bungay

Sep 2007 – Aug 2009

GCSE's Achieved: Maths – C, English – B, Double Sciences – C, Graphic Design – C, History – B, French – C

ADDITIONAL INFORMATION

Interests:

- I gravitate to activities that I find challenging both mentally and physically, as such most of my recreational time is spent at either the climbing wall or the boxing gym.
- I enjoy reading books and keeping up with the latest in global markets, world news and popular culture
- I spend a lot of my free time conducting analysis & trading in equities and currency markets
- I have taught myself to code in PineScript on TradingView to efficiently back test indicators and algorithmic strategies. I'm also learning to code in Python.

REFERENCES AVAILABLE UPON REQUEST
