



SARAH EVANS

Program Manager

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SKILLS

Program Management

Technology transformation

Business Change

Regulation and governance

Complex stakeholder management

Coaching & team development

Product & Marketing Strategy & execution



SUMMARY

Energetic senior leader with 20+ years+ experience spanning retail, financial services, payments, credit risk, fintech and mobile industries.

I've held General Manager and Head of roles across product, marketing and communications and for the past eight years have worked in program delivery roles. I have recently completed a 12 month contract with Foodstuffs managing their customer facing streams for the proposed merger.

A customer champion with a strong bent towards technology, product and process, I've used multiple delivery frameworks including six sigma, waterfall, lean, agile and just get it done. I enjoy unleashing talent through empowerment, embracing authenticity and collaborative leadership.

I've worked for and with all of the big four banks, in both NZ and Australia and many of the local tier two financial services businesses. Having worked inside many different functions inside these businesses I know how to mobilise connected change through to the front line

Known for delivery outcomes I'm also well versed in balancing commercial business needs against risk and regulation. while continuing to drive great customer outcomes



WORK EXPERIENCE

PROGRAM MANAGER

FOODSTUFFS

APRIL 2024 - MARCH 2025

Program Manager of customer facing streams (marketing, retail, wholesale, merchandise, property) for the proposed merger of North Island and South Island businesses. After Commerce Commission decline, transitioned to work on strategic projects for the retail business unit.

DELIVERY LEAD

ASB BANK

15 JUNE 2023 - APRIL 2024

Delivery Lead at ASB driving a multi year, multi million dollar cloud transformation (nCino). Responsible for program governance, delivery, budget, resourcing, risk management and regulatory compliance.

PROGRAM LEAD
HEARTLAND BANK
MARCH 2022 - MARCH 2023

Managed three project streams of a core banking system upgrade (mobile app, business systems and portfolio migration). Responsible for governance, delivery, team management and outcomes.

PROGRAM LEAD
WESTPAC NZ
JUNE-2019 - DECEMBER 2021

Worked for Mastercard Advisors on site at Westpac NZ. Initially employed for 6 months in June 2019 I lead and delivered hotpoints Pay as a first in market, award winning loyalty program during 2020 lockdown. In 2021 I managed transition to BAU, product roadmap delivery as well as the strategic plan and delivery framework for interchange reform. Completed assignment Dec 2021.

GENERAL MANAGER OF PRODUCT AND MARKETING
EQUIFAX
09-2017 - 05-2019

Responsible for revenue and NPI. Lead a team of 13 and managed Product, Pricing, Marketing, Fraud and Identity, Delivery and Partnership Functions in New Zealand. Responsible for anticipating business and regulatory issues and identifying/ implementing measures to optimise outcomes for Equifax. Worked with Trans Tasman and global teams to leverage global technology and best practice, to deliver growth and manage local regulatory requirements.

Key external stakeholders were industry associations such as Bankers Association, Payments NZ, Financial Services Forum and major regulators and government departments such as OPC and MBIE.

Key achievements were creating regulatory discipline & delivering AML/CFT phase 2 changes, oversight of consumer credit reporting, maintaining the local brand integrity through the Equifax data breach crisis, building structure and repeatable frameworks for product development and go-to-market, delivering the NZ business Agile roll out (SAFE) and creating and coaching a high performing team through a deeply unsettling time in the business.

DIRECTOR
IGNITE MARKETING
2016 - 08-2017

Worked for Mastercard Advisors as a consultant providing leadership and strategic direction across two major programs of work at Westpac NZ. This included delivery of a significant pipeline of product and marketing initiatives with three direct reports and consulting on a mobile wallet market delivery during a business wide agile transition.

HEAD OF MARKETING & PARTNERS
SEMBLE
AUG 2013 - APR 2016

Semble was a company formed in mid-2013 by shareholders Paymark, Vodafone NZ, 2degrees and Spark to launch a technology platform and New Zealand's first mobile wallet app. Semble launched in March 2015.

Reporting to the CEO, I held accountability for all marketing and communications, management of bank/mobile operator stakeholder relationships and strategic industry partnerships. This was a role that required balancing the needs of multiple, complex and often polarised organisations while building a complex technology platform and designing an app in parallel.

Working with a bespoke delivery framework (lean, light and flexible), a small direct team and a huge indirect team the role included management of the many challenges faced by a start up.

With significant input into app design, overall ownership of the go-to-market approach and delivery of the digital platforms, this was a challenging and enjoyable high velocity role.

HEAD OF MARKETING & COMMUNICATIONS
PAYMENTS NZ
NOV 2011 - AUG 2013

Payments NZ was formed in 2010 under the guidance of the Reserve Bank. It is a centralised body with the mandate to preserve the integrity of the payment system and maintain the self-regulation status we currently enjoy in NZ. It works closely with the reserve bank, is owned by 8 banks and has relationships across the payment supply chain.

Reporting to the CEO I held accountability for all marketing and communication initiatives. Key role requirements included working directly with competing organisations on the management of sensitive macro governance issues, reputational management and encouraging the business to

make progress in new and different ways, all on a shoestring budget.

Achievements in the role included a rebrand and launch, design and delivery of a strategic planning framework, development of a new engagement platform for industry and delivery of a sensitive initiative outlining the future of cheques.

PROGRAM MANAGER
STRATEGIC PAYMENTS FORUM
MAY 2010 - NOV 2011

The Strategic Payments Forum is an industry think tank with representation across multiple verticals (Fuel, Grocery, Tourism, Banking, Retail, Telco etc). They are responsible for looking at issues that impact the market at a macro level and driving cross category outcomes.

I worked with the Forum and multiple impacted customer groups on a national compliance initiative to upgrade payment technology. The role included overall program leadership, development of a digital platform to drive the change and all related communication & program management activities.

DIRECTOR
IGNITE MARKETING
JAN-2008 - NOV 2012

Successfully ran my own consultancy for four years, while juggling the needs of early motherhood, before being enticed back into a permanent role with Payments New Zealand.

Programs of work included:

- Launching an award winning, first to market, multi scheme (Amex/Mastercard) credit card product to market for Westpac NZ
- Digital platform design, e-commerce development & implementation for Sluban
- Delivered new brands and websites for P & L, Orb, Blueco, Alan Wilcox consultancy
- Completed business case and execution plan for delivery of compliance initiative for Fisher and Paykel Finance

PORTFOLIO MANAGER
NAB
AUG 2005 - FEB 2007

This role was focussed on the Aus Management of a 1.3M+ credit card portfolio. It included management of five direct reports, a \$6M+ annual marketing budget & responsibility for the cumulative performance of the Cards portfolio across all schemes, segments and products.

The portfolio was struggling and a lot of work was required to better understand where the opportunities were. I commissioned a significant piece of diagnostic work on portfolio and product performance, began repairing key critical relationships across the business and designed a pipeline of initiatives to address the gaps.

The result: program efficiencies resulting in \$100M+ uplift in portfolio balances and significant market share gains.

PRODUCT/PROJECT MANAGER
GE MONEY
MAY 2002 - SEPT 2005

I held a variety of roles in my time with GE (Product Manager, Project Manager, Marketing Manager). This was a high octane environment with a relatively flat structure and an abundance of willing mentors to learn from. Surrounded by smart, six sigma evangelists I learned how to execute, pitch up, down and outside the organisation and the value of strong relationships. During this time we launched an award winning credit card in partnership with Coles Myer

LAUNCH MANAGER
SCI MOBILE MEDIA, UK
JUL 2001 - DEC 2001

Launch of first European online football gaming community

CONSUMER MARKETING MANAGER

BT CONSUMER, UK
JAN 2001 - JUL 2001

MARKETING PROJECTS MANAGER
WORLD TELECOM, UK
JUN 2000 - DEC 2000

PROJECT MANAGER BRAND LAUNCH
FIRST TELECOM
DEC 1999 - JUN 2000

Successful European brand launch & implementation

MARKETING MANAGER
ROCOM COMMUNICATION
DEC 1997 - SEPT 1999

Moved from marketing assistant to marketing manager within 12 months



TRAINING, EDUCATION & COMMUNITY WORK

CORPORATE TRAINING
GE CAPITAL/MONEY
2002 - 2005

Change Acceleration Process (CAP)
Six Sigma Green Belt Certification
Foundations of GE Leadership
Finance for Non-Finance Managers

B.COM/B.PHED
UNIVERSITY OF OTAGO
1993 - 1997

CREATOR AND MODERATOR
SPICA MUMS & BUBS NZ
2009 - CURRENT

This is an online support forum created for parents with children in braces and spica casts due to hip issues and leg breaks. I had two children born with dislocated hips and after a long, often frustrating journey through their recovery, I noticed an information gap that I felt could be solved through conversation and information sharing. I started the site back in 2009. Today we have close to 600 members around NZ and internationally, helping each other through difficult times.