

ANDREA BENTON

Scrum Master
Project Manager
Business Analyst

SKILLS

Scrum Master
Project Manager
Business Analysis
Agile Coach
Product Owner
Agile and Scrum champion
AI-assisted workflows
Transformation Management
Deep business & tech knowledge
Jira, Confluence, Slack admin

EDUCATION

Certified Scrum Professional – Scrum Master & Product Owner
Scrum Alliance

Agile Coach
ICAgile Certified Professional

Team Kanban Practitioner
Kanban University

MORE DETAILS



CONTACT



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AndreaB.me

PROFESSIONAL PROFILE (the TL&DR)

Agile delivery leader with 10+ years driving digital transformation and operational excellence across global organizations. Proven track record bridging strategic vision and execution as **Project Manager, Scrum Master, Business Analyst** and **Product Owner**—adapting methodology to context while delivering measurable results.

My approach centres on **people-powered delivery**: building high-performing teams, eliminating friction, and creating just-enough governance to maintain visibility without bureaucracy. Successfully led enterprise-scale Salesforce migrations, cross-regional transformation programs, AI automation initiatives, and government sector expansion projects.

As an experienced Scrum Master and Product Owner, I've facilitated **multiple Scrum teams** across global locations, delivering software, web, mobile app developments, and organization change. I **champion Agile values** beyond ceremonies—using every interaction as a teachable moment to coach teams toward continuous improvement and sustainable delivery practices.

Passionate about leveraging **emerging technology** (AI, automation, modern PM tools) to amplify productivity and analysis, actively utilizing Claude, Gemini, ChatGPT, and AI-assisted workflows.

PROFESSIONAL EXPERIENCE

Senior Business Analyst *Freedom Australia* | Sydney, Australia | 2026 - Present

Currently supporting a complex **Order Management System (OMS) migration** at Freedom, working across internal teams and the OMS developers to maintain momentum against a tight delivery timeline. While my title is Senior Business Analyst, my day-to-day work is really **project management and Scrum Master territory** - facilitating cross-team collaboration, supporting UAT, and keeping people aligned across a genuinely intricate systems landscape.

Business Transformation Analyst *Isentia* | Sydney, Australia | 2023 - 2025

Partnered with Group Transformation Director driving enterprise transformation across global portfolios as agile delivery leader in Project Management, Program Management, Business Analysis, and Scrum Master roles.

WHAT PEOPLE HAVE SAID

” Her ‘can do’ attitude and proactiveness are perfect examples of role model behavior.

” Andrea’s enthusiasm for Agile has ushered in a new approach to working. Without her passion and encouragement, we wouldn’t be anywhere near as advanced into our journey into Agile product development, technical development and an agile way of working.

” The team [with Andrea as Scrum Master] took on an unexpected project and worked amazingly well together to overcome every challenge. The project was brought forward to mitigate the risk of releasing changes during a critical political time and they not only met this deadline but exceeded it by releasing a day earlier with no defects.

” Andrea is constantly expanding her capabilities and skills on her own initiative. She is a total self-starter, taking independent actions and well-calculated risks.

” Andrea is incredibly responsive to changing priorities and tasks. She completes all requirements on time and is always willing to take on new challenges and projects for the benefit of the business.

” Andrea consistently exceeds expectations and is a self-starter when it comes to achieving goals.

” ...You’ll always be the best Scrum Master out there

” ... you have done a great job of nurturing and guiding the team ...

PROFESSIONAL EXPERIENCE CONTINUED

Key Achievements:

- ▶ **Rescued stalled global Salesforce migration**; implemented delivery framework, re-baselined plan, delivered on schedule
- ▶ **Established program governance for strategic initiatives** with executive reporting improving visibility and issue resolution
- ▶ Delivered international operations transfers, AI automations across business units
- ▶ Designed portfolio governance for **65+ projects** across organizational restructuring, software development, systems modernization
- ▶ Coordinated **transformation across 7 APAC** countries managing dependencies and resource allocation
- ▶ Conducted **RACI** analyses resolving accountability gaps; led process discovery and technology evaluation
- ▶ Designed enterprise AI adoption governance framework; developed Google Gemini training materials

Scrum Master / Product Manager *Isentia | Sydney, Australia | 2015 - 2023*

Agile Coach, Scrum Master, Product Owner (2020-2023)

- ▶ Coached 4-6 delivery teams across APAC during "Spotify model" transition, training team leads in Agile/Scrum
- ▶ Delivered ElasticSearch AWS migration; Product Owner for iOS/Android mobile apps with distributed teams
- ▶ Product Owner for mobile app development (iOS/Android) with distributed teams across Philippines and Australia

Scrum Master & Agile Lead (2015-2020)

- ▶ **Drove Isentia's Agile adoption** organization-wide; awarded for facilitating organizational change
- ▶ Scrum Master for teams across Australia, Malaysia, Singapore, India, China and the Philippines using servant leadership
- ▶ Delivered: AWS cloud migration, responsive web redesign, mobile apps, WAN upgrade, UCC phone system rollout, ML/AI implementations
- ▶ Administered Jira/Confluence, customized workflows, introduced Slack
- ▶ Certified Scrum Professional (Product Owner and Scrum Master)

Business Analyst *Isentia | Sydney, Australia | 2013 - 2015*

Led business analysis for Product Development on flagship brands. Documented requirements, user stories, functional/non-functional specifications. Performed testing and quality assurance.

Previous Experience

Management, company development, web development, systems analysis, and IT infrastructure management roles.