

## CHRISTINA DANIELLS (MBA, BACHELOR OF IT ENG.)

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### PROFILE

- Experienced software engineer with broad experience in business and technology. Led global technical projects and process improvement initiatives. Strong customer focus and problem-solving skills. Proactive and results driven with excellent communication skills.
- Spent the last 5 years in Singapore working in my own business (1) designing and teaching computer programming courses and (2) creating and enhancing small software applications.

### KEY SKILLS

- OO Programming: Python
- Large scale, high availability distributed systems: Java
- Agile methodologies
- Worked across full software development lifecycle
- Relational DB & SQL
- Cloud computing knowledge
- Capacity, performance & scalability improvements
- Stakeholder management
- JIRA, Confluence, Perforce
- Equity trade processing
- Web technologies & APIs
- Software system design
- Data analysis & scripting

## EXPERIENCE

2015 –  
PRESENT

### FOUNDER & DEVELOPER - LEARN 2 CODE, Singapore

Started 'Learn 2 Code' - a business to teach students the fundamentals of computer programming, predominately using Python. Other technologies used: Flask, Pandas, VBA, Excel, HTML, CSS.

- Developed technical training material: exercises, assessments and mini projects suitable for beginner and intermediate programming. Delivered training in 3 streams: individual tutoring, group sessions, and in school technology classes.
- Created and enhanced small software applications in Python. Web scrapper to gather information from websites and analyze and display data.

2012 – 2013

### SENIOR MANAGER – MICROSOFT, London, UK

Provided financial management of \$450M consumer business (OEM and Windows Phone) across 12 countries within Western Europe (WE).

- Delivered streamlined budgeting process for the WE OEM business, with a 50% reduction in budget iterations through aggressive forward planning and improved transparency with the development of a comprehensive financial model. Senior business partners praised the process as being the most efficient budgeting cycle in 5 years.
- Spearheaded initiatives to monitor sales revenue and growth through regular analysis and standard reporting. Example: Identified opportunity to grow revenue by \$2M via analysing all client account volumes and partnering with sales to deliver targeted marketing to dormant client accounts.
- Improved year on year forecasting accuracy of all 12 regional finance teams by providing training and guidelines on forecasting best practices and creating a public forum to showcase the improved accuracy of each team.

2006 – 2012

## **IT DEVELOPMENT MANAGER – MORGAN STANLEY, London, UK**

Full lifecycle management of strategic technology projects to extend systems and create new efficient processes and cost savings. Key technologies included Java, Spring, Junit, Perl and SQL.

### **Technology Leadership**

- Led initiative to reduce total number of IT support request tickets by 50%. Developed a web-based application to empower the operations team to identify trade processing errors without requiring IT support.
- Revamped our IT entitlements management system. Created an intuitive graphical front end for directors to accurately manage and query the entitlements of over 500 resources and 30 users.

### **Process & Efficiency Improvements**

- Increased the system capacity of the firm's equity trade enrichment platform by 40%. Re-engineered the trade processing flow to eliminate expensive database operations and optimise the execution path, enabling the firm to bring in new business without incurring additional hardware costs.
- Delivered annual cost saving of \$1M from initiative to switch databases from mainframe to distributed. Collaborated with internal database experts, managed stakeholder relationships and led team of developers to design, review and execute changes.

### **Integration Projects**

- Managed the European renovation project to automate the manual trade entry and booking process of an IPO (Initial Public Offering) deal. Achieved a streamlined process with reduced risk of manual error, capacity to swiftly ramp up deal volume and an immediate saving of 2 FTEs with current deal volumes.
- IT Project Lead for integration of the Brazil market's bespoke trade processing requirements into the equity trading platform. Worked to tight deadlines to deliver the required technical functionality allowing the firm to capture new business in a rapidly evolving market place.

2002 – 2006

## **IT DEVELOPER – MOTOROLA, Adelaide, Australia**

- Fully automated application testing system and reduced testing cycle for software releases from 5 days to 2 days. This ensured, reduced development cycle time & cost, faster bug fixes to customers, reduction in errors from manual processes.
- Collaborated with microprocessor chip designers in Austin, Texas to create C/C++ software simulators capable of emulating the hardware. Reduced the time to market by allowing early development of application software, before the hardware was released.

## **EDUCATION**

2010 – 2011

### **LONDON BUSINESS SCHOOL**

#### **Master of Business Administration**

Finance & Entrepreneurship

1998 – 2001

### **UNIVERSITY OF ADELAIDE**

#### **Bachelor of Engineering (IT & Telecommunications)**

First Class Honours