

## ANDREW CAMPBELL

### EDUCATION

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**UNIVERSITY OF ST. ANDREWS** – Scotland, United Kingdom  
**Master of Arts (MA) in Management and Modern History**

2007 – 2011

### EXPERIENCE

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**BC STRATEGY** – Sydney, Australia  
*Boutique Strategy Consulting Firm*

2020 – Current

**Senior Consultant**

- Experience **advising client executive teams and senior management** across several industries with a **primary focus on financial services, government and not-for profit**
- **Digital expert**, including Digital transformation, Agile ways of working, Test-and-learn MVPs

**BOSTON CONSULTING GROUP** – Sydney, Australia

2019 – 2020

**Consultant**

- Served in the BCG ANZ Digital Acceleration Systems (DAS) capability as a Digital generalist consultant
- Worked with major clients to deliver value creation strategies and supporting delivering their digital transformation vision
- Provided impactful strategic advice to private and public institutions on their COVID-19 response
- Selected completed projects and achievements include:
  - **NGO – Growth Strategy:** Advised an NGO on growth strategy and target governance to manage an enlarged Bushfire recovery funding envelope
  - **Local Government – PMO:** Supported local Government agency in implementing activist PMO capability to manage the COVID-19 state response
  - **Financial Services – Response to COVID-19:** Advised an Insurance CEO and Executive team on scenario modelling business impact resultant from COVID-19
  - **Financial Services – Digital transformation:** Designed and implemented a Digital solution to coordinate the effective utilization of home-loan specialists across Australia for a major Australian Bank
  - **Government – Policy Strategy:** Supported Centre for Policy Development in effectively re-settling humanitarian refugees and defining a paper supporting change of Australia's Federal government Adult Migrant Education Program

**HSBC** – London, United Kingdom

2017 – 2019

**Execution Lead, running the ambitious FinTech program, specifically with the remit of launching robo-advice**

- Managed a program with a \$5m budget over a period of 18 months, overseeing a team of 20 resources, and senior C-suite stakeholders, including the CEO. In that time, I had the opportunity to present to the global CEO, who described the project as a key strategic project for the bank
- By the summer of 2018, the program had delivered a new advice model, a fully piloted digital “advisorless” financial advice capability
- This was the first Agile project delivered in a waterfall organisation – it was a landmark case to prove the Agile model executed according to specific OKRs

**ACCENTURE** – London, United Kingdom

2012 – 2017

**Consultant**

- Core member of the team that launched the London Wealth management practice
- Brokered a deal for \$1M robo-advice consultation on landmark FinTech case with a global bank
- Provided the strategy for simplification of a struggling Boutique UK wealth management firm
- Managed the design, test and pilot of a new customer channel: digital service managers, which included introduction of skype based customer meetings and new CRM tools. This was rolled out to 60 agents to support 60,000 customers
- Delivered a new operating centre for managing PPI claims – in 9 months delivering a target operating model to sustain a 900-person case-handler site in Leeds

### ADDITIONAL

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- Certified Prince II Project Management practitioner
- Accenture Capital Markets Generalist certification (Wealth management and banking specialization)
- Intermediate French and Spanish
- Citizenship: United Kingdom