

PRUDENCE SPRATT



CONTACT INFORMATION

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PROFILE

Senior technology leader with 15+ years driving strategy, innovation, and large-scale execution across global markets. Proven track record building products, platforms, and high-impact partnerships, and leading high-performing teams. Trusted advisor to senior stakeholders, skilled at navigating complexity and change.

WORK EXPERIENCE

TAL Australia Pty Ltd – February 2021 to Current

Director of Open Data Partnering and Innovation:

- Led the formation and spin-out of an independent, industry-owned data exchange for the life insurance sector — building the business case, financial model, and governance structure to ensure carrier neutrality and market trust.
- Secured founding carrier partnerships by negotiating member agreements on data contribution, fees, and governance rights, while driving a roadmap to reach the critical mass needed for commercial viability.
- Designed independence and antitrust-compliant data-sharing frameworks in partnership with legal counsel and regulators (ACCC, APRA), ensuring alignment with Australian Privacy Principles and industry standards.
- Directed regulatory and industry engagement, building relationships with bodies such as CALI, ACCC and APRA to shape the new entity's standards and avoid duplicative industry efforts.
- Oversaw operating model design and technology transition planning, partnering with SaaS providers to scope infrastructure needs and building a pipeline of data/innovation partnerships to drive insurer adoption.
- Defined the AI strategy of an industry data exchange to unlock value for all participants through secure, scalable, and ethical AI capabilities.

Business Owner, Customer Management (Digital & Data Transformation):

- Lead the strategy to improve customer experience across all channels, making interactions simpler and more digital.
- Develop the organisation's digital and data transformation plan through strategic analysis, combining business needs, customer data, and market analysis.
- Manage research, solution design, and requirements while keeping senior stakeholders aligned across business, product, technology, and operations.
- Oversee major initiatives—including the Data Access Platform, Life Insurance Data Utility, Westpac Integration, and Common Data Model—providing direction, governance, and key decisions. Worked closely with delivery and product teams to bring new capabilities to market, shaping business cases, timelines, and rollout plans.
- Defined the AI strategy of an industry data exchange to unlock value for all participants through secure, scalable, and ethical AI capabilities.
- Ensure company-wide adoption by embedding new tools and processes into marketing, product, and operations to maximise customer impact and business outcomes.

MoneyMe Financial Group Pty Ltd – July 2020 to January 2021 (6-month contract)

Digital Product Owner:

- Managed software development teams across Australia and Manila, improving product experience and product pipeline.
- Defined eCommerce integration and product strategies using customer insights, market analysis, and data.
- Led end-to-end product development—from specification and pricing to compliance and cross-functional delivery.
- Drove market entry and adoption through strong partner management, go-to-market execution, and ongoing optimisation. Communicated product vision, roadmap, and risks clearly to executives and external partners, maintaining strong alignment at senior levels.

Panthera Digital Commerce Pty Ltd – September 2013 to June 2020

Panthera was a digital consulting business I founded and ran for 7 years before moving to Australia. It employed 9 full time resources alongside ~20 contracting consultants. It had clients across almost all industries from small projects to retained work spanning 6-year contracts specialising in:

- **Digital Transformation & Strategy:** Led enterprise digital transformation programs, defining strategy, product roadmaps, and go-to-market plans to accelerate clients' digital maturity. Converted strategic vision into executable initiatives, building strong partnerships and ensuring alignment across business, technology, and vendor teams.
- **Technical & Product Leadership:** Evaluated and selected cloud and digital platforms, defined business and technical requirements, and managed the full development lifecycle, including testing and release governance. Directed product strategy from concept to launch, ensuring customer-centric design and strong commercial results.
- **Program Delivery & Change Management:** Managed complex project and program portfolios, ensuring delivery to scope, timeline, and quality expectations. Designed new business processes and capability uplift programs alongside transformation.

OneVault Pty Ltd – March 2013 to August 2013 (6-month contract)

Product Manager – Consumer Division: Developed digital product strategy, including packaging, monetisation, and multi-channel GTM. Built and launched a new consumer brand using segmentation, competitive insights, and targeted digital marketing. Defined product requirements, UX standards, and roadmaps for web and mobile platforms.

Vodacom Pty Ltd – March 2010 to February 2013

Product Manager: Developed the enterprise digital strategy and multi-channel roadmap across online, e-commerce, e-care, and mobile. Led end-to-end delivery of new digital products, including market analysis, commercial modelling, and launches across segments. Expanded digital and physical distribution to improve reach and customer access.

Cisco Systems, Inc. – January 2009 to February 2010

Program Manager: Led operational projects within the European EBC. Directed development of a European DMS content library with strong governance, standards, and classification. Oversaw upgrade and expansion of the EBC DMS infrastructure, ensuring alignment with global Cisco messaging and BU requirements.

Dimension Data UK – June 2008 to December 2008

Program Manager: Responsible for the successful implementation of the Global VPN Business Case. Led customer due-diligence and the redesign of a proof-of-concept solution, validating the business case and shaping adoption across the organisation. Defined and documented end-to-end process interlocks between DD and IS functions, strengthening operational alignment and value-chain execution.

Internet Solutions (Dimension Data) — June 2006 to May 2008

- **Business Analyst** (Feb 2007 – May 2008): Implemented Siebel 7.8 CRM for Operations. Led end-to-end business analysis, functional/UML specifications and UAT. Release-management that achieved an independent ITIL Level 4.
- **Installations Project Team Leader** (Sep 2006 – Jan 2007): Led an 18-person team, managing performance, KPIs, escalations, and HR matters. Oversaw delivery across key client projects.
- **Installations Project Manager** (Jun 2006 – Aug 2006): Managed cross-vendor delivery and change-management compliance.

SKILLS

AI Business Transformation (Worked With)	Enterprise Data	Agile / DevOps / PM
Agentic workflow design (LangGraph, DSPy, LangGraph)	Data Management and Governance	Scrum / Agile / SAFe / Waterfall / SDLC
RAG, vector stores, and structured data to LLMs	Data modelling & ETL	Resource / Risk and Stakeholder Management
MCP design, MLOps, and orchestration	SQL / Database / Data Warehousing	Benefits Realisation and Governance Reporting
Hyperscaler AI stacks (Azure CoPilot, AWS Claude + Bedrock, GCP Gemini + Vertex)	Big Data / Data Engineering / Data Piping	Business Case Development

EDUCATION

Tertiary Education

2023 - 2024: Graduate Certificate in Strategic Technology Management. AGSM, UNSW Business School, Sydney

2011 - 2012: Master of Business Administration (MBA). Gordon Institute of Business Science, South Africa.

2003 - 2005: Bachelor of Commerce, Information Systems and Accounting. University of the Witwatersrand, South Africa.

Professional

- Prince 2 Foundation and Practitioner – APMG International - 2008 - Candidate No: P2R/308043
- Woman Leaders Program - Dimension Data University
- ITIL Foundation 3 – Examination Institute for Information Science – 2007

REFEREES

Upon request.