

# Luc Houselander

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I am an experienced Digital Product Owner and Project Manager. I use Agile and Lean principles to lead teams and businesses to create online applications and services, delivering award winning experiences for their users.

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## Manager, Digital Innovation Department of Environment, Land, Water and Planning (DELWP)

Jan 2017 - Present

I Joined DELWP in 2017, in the Land Information & Spatial Services branch, as Product Owner to lead and deliver a new service providing authoritative information about government land in Victoria. This multi-million dollar, multi-year initiative was the first major Agile development undertaken by the department. The result was GovMap - a website co-designed from the ground-up by users to service 'non-specialists' from across the Victoria Public Sector. The site has been a hit with users and critics alike, with more than 1700 registered users in its first year. In June 2019 GovMap won the Victorian state AIIA award for 'Data Insights Innovation of the year. The project has also become the benchmark and template for Agile design and delivery within the department.

The mission of the Digital Innovation team stretches beyond GovMap to raising the capability of DELWP in areas such as Agile, Lean, Design Thinking, Service design and behavioural insights. Recently I have been working with University of Melbourne on a 4D Digital Twin of Fisherman's Bend, an innovative new suite of tools that helps answer complex planning and spatial problems in three dimensions.

### Responsibilities

- Leadership
- Agile Project Delivery
- Product Development
- Product Discovery and Design Thinking
- Team Lead / Line management
- Benefits Realisation reporting
- Product Initiatives Roadmapping
- Stakeholder management
- Communication Planning
- Contract management
- Procurement
- Backlog & Story Mapping
- Project Reporting
- Analytics & Data Reporting
- Team initiation & Recruitment
- Governance

### Achievements

- GovMap
  - Fisherman's Bend Digital Twin
  - AIIA Data Insights Innovation of the Year Award 2019 (GovMap)
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## Head of Project Management, IE Digital

May 2012 - Jan 2017

I joined IE Agency in 2012 to run the Movember team, working on all aspects of their online product offering - a global website and mobile solution that (were it to run all year) would equate to a multi-billion dollar a year business.

Over the following three years, under my leadership, this has evolved into a self-organising (albeit slightly hairy) Agile team and remained a multi-million dollar account for the agency.

Despite the annual nature of the Movember campaign itself I moved the team into an iterative product delivery cycle, with significant feature releases happening year round. This has provided the space necessary to innovate and help the Movember Foundation reach their aim of becoming a year round fundraising organisation.

The success we had within the Movember team prompted

### Responsibilities

- Agile Project Delivery
- Product Development
- Agile Consulting
- Team Lead / Line management
- Product Initiatives Roadmapping
- Agile Planning & Discovery
- Client & Stakeholder management
- Backlog & Story Mapping
- Project Reporting
- Release Management
- Analytics & Data Reporting
- Program Management
- Team initiation & Recruitment
- Business Unit P&L
- Client budget management.
- Agile Coaching

IE to transition the entire agency over to cross-functional Agile teams. I was asked to help form the 'Delivery Leadership Team' - a small group of senior staff tasked with managing this transformation into an Agile practice. At this time I also became the Head of Project Management; adding line management for the team of 6 Agile Project Managers, Iteration Managers and Producers, to my Agile Delivery role.

That transformation is an ongoing evolution and its success has reshaped IE's entire commercial offering around Agile, Lean and Design Thinking.

#### **Achievements**

- Movember.com 2012 - Mobile website
- Movember.com 2013 - Smart notifications
- Movember.com 2014 - Registration re-design
- Movember.com 2015 - Responsive re-design
- Bank of Melbourne - Initiatives Roadmap
- Nike Australia - e-commerce Store
- IE Agency - Agile transformation
- Lexus - setup of new Agile team

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### **Product Manager, Agility Interactive**

May 2011 - April 2012

After arriving in Australia I consulted for Agility Interactive, a Melbourne Agile product development startup on a new product they were developing for market: Favourit.com, a social networking site for sports/entertainment fans.

I took their raw concept and platform and helped develop a product strategy. To achieve this I ran a UX/CX review of the site across Desktop and mobile platforms, designed a number of the site's key features and developed and prioritised their product backlog.

Following the protracted sale of Agility's parent company at the start of 2012 the future of the product became uncertain and I needed to move on. However Favourit.com finally launched a year later is now achieving international success in the social-gaming space.

#### **Responsibilities**

- Product Management
- Customer Experience Design
- IA & Wire-framing
- Product Roadmap
- Data reporting & Analytics
- User Testing Workshops
- Backlog Grooming

#### **Achievements**

- Favourit - product redesign.
  - Favourit - Design of 'Betpoints' feature
  - Favourit - Mobile website
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## Executive Producer, Endemol UK

Jun 2005 - May 2011

In the UK I spent 6 years with Endemol Digital Media, as Executive Producer; a Product Owner role with responsibility for the creation of new digital IP and development of digital products around Endemol television brands. These included, Deal or No Deal, The Million Pound Drop, Big Brother, I Can Cook and Total Wipeout.

My responsibilities included Project initiation and Discovery, IA and UX Design, Creative Direction and Project and Product Management. I engaged and managed digital agencies to deliver work and also managed a small in-house production team. This role also included business development, in particular finding ways to generate revenue from digital products and building valuable online IP.

Perhaps the best example of this is 'The Million Pound Drop Live', a Channel 4 gameshow for which I developed a cross-platform play-along game that brought an online audience directly into a live television show experience. It was hugely successful and went on to win several awards including a BAFTA for Digital Creativity and BIMA awards in best Media & Entertainment and Multi-Platform categories.

### Responsibilities

- Product Owner
- User Experience Design & Wire-frame
- Project Management
- Inception / Project Discovery
- Product Business Cases
- Product Reporting & Analytics

### Achievements

- C4, The Million Pound Drop - Play-along game
- C4, Deal or No Deal Live - Social Game
- BBC - I Can Cook game
- C4 - This Just In... comedy service
- Ladbrokes - Poker School

### Awards for the Million Pound Drop Game (2011)

- BAFTA - TV Craft : Digital Creativity
- BIMA: Media and Entertainment Award
- BIMA: Multi-platform Award
- New Media Age Award: Entertainment
- Edinburgh International TV Festival : Cross Platform Innovation

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## Senior Producer, Tullo Marshall Warren

Nov 2004 - May 2005

Freelance contract: This was a client facing producer role working on a variety of projects for Nissan and Cadbury.

## Senior Producer, Carat Interactive International,

Mar 2004 - Nov 2004

Freelance contract: Redesign and delivery of a of the global Vodafone live! Website and campaign sites for adidas

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## Production Manager, tentendigital

Jan 2001 - Mar 2004

I joined startup tentendigital to manage the creative team and UX on all projects within this CMS and Interactive TV focused agency.

## Internet Design Manager, SEGA Europe

Sep 2000 - Jan 2001

Responsibility for the design of all consumer websites, microsites and 'Dreamarena' - the European portal accessed via SEGA's Dreamcast console.

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## Lead Producer, Startle Digital Marketing

Oct 1997 - Sep 2000

I became Lead Producer on a suite of projects for SEGA Europe to design and build their marketing, corporate and portal websites for the launch of the Dreamcast games console.

## Additional Information

- Certified Agile Coach - ICAgile
- I am a British Citizen with Permanent Residency status in Australia.
- References available upon request.
- More info: cv.luc.me.uk