



AUDREY NOBLE

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CHANGE COACH MANAGER FREELANCE

LOOKING TO HAVE AN IMPACT IN THE WORLD? MY AMBITION IS TO SUPPORT YOU.

Prosci® ADKAR certified agiler with an interest in Organizational Behaviour and Design, looking for missions that aim, in a co-creative approach, to assist organizations with shaping and coaching through change/transformation initiatives. From the midst of the organization, radiate, invite and energize to tackle the human aspect of change so as to get everyone on board and committed.

With a total of **20 years of experience in communication & languages (7 years as a copywriter), operations/IT delivery and Scrum team management, I confirmed a career change in 2022** that would funnel all past learnings and allow for the greatest impact in improving efficiency and the day-to-day of people and organizations.

Today, I use a **personal approach supported by two pillars: Organization & Efficiency + People & Change.** Over time, I have supplemented my MA in Languages and my Prosci® ADKAR Change Practitioner certification with the following:

Organization & Efficiency

Lean 6 Sigma Green Belt
Prince2 Agile Practitioner
Modelling Business Processes

People & Change

Scrumban agile coaching
HR & Digital Transformation
Organizational Behaviour

For the past 2 years now, I have been acting as a **change agent in 3 different contexts, two of which mainly focussed on the hard side of change**; first in telco at Proximus when ensuring smooth delivery of a SaaS content migration in an IT context. I assisted in dealing with change at cross-team delivery level to migrate to Google Dialogflow CX and assessed the change impact on the way of working, roles and responsibilities, alongside shaping training and migration processes in a continuous improvement mode for the B2C chatbot.

I subsequently went on to support American cleaning industry leader Tennant in Paris where faulty warehouse

management post SAP ERP transformation in an acquisition context combined with global supply chain shortcomings had generated chaos and queues, resulting in increasing churn rate. After auditing, I produced corrective recommendations and initiated corrective mini-projects for operations and sales teams, of which dropshipping in SAP from Italy (Lombardia) in order to avoid the local hub and daily coaching using Scrum.

Last, I helped Public Health administration COCOM GGC with a **soft side of change** project in order to sanitize and restructure their crisis management department post COVID-19 pandemic, acted as HR advisor and drafted a SAFe®-inspired change roll-out proposal to further improve and shape interactions and collaborations inside a new organization using a light Scrumban approach in JIRA.

Keys supporting Change/Transformation role

- IT Migration lead experience in a Scrum Agile context
- Scrum Agile coach/adoption driver in a corporate context
- Project/Deployment process mapping and continuous improvement using Lean
- Customer journey design expertise as CxD senior editor
- Excellent people skills, change capacity
- Strategic communications and C-level advising experience
- Recruitment, training/onboarding, team development
- Profile: creative, analytical, concept-thinking, influential, self-steering, clear-open-minded leader-communicator and structured problem-solver.

EDUCATION, CERTIFICATIONS & TOOLS

- Ongoing various trainings: Organization Design, HR, May - Dec 2023
- Various Agile OS: Spotify, LeSS, unFIX, Management 3.0
- **Prince2 Agile Practitioner**, August 2023
- **BCS Practitioner Certificate in Modelling Business Processes v6.1**, July 2023
- **Lean Six Sigma Green Belt**, June 2023
- Leading SAFe® 6.0, April 2023 (ongoing cert.)
- **Prosci® Change Practitioner (ADKAR)**, July 2022
- **Project Management** for Conversational AI, Cognigy Academy, April 2022
- **Certified Conversation Designer**, CDI, January 2020
- Scrum Master PSM I by scrum.org, Jan 2022 (ongoing cert. Dec 2023)
- **Other:** Nonviolent Communication (CNV) by Marshall Rosenberg, Enneagram.
- **Tools:** Microsoft 365, JIRA, Voiceflow, DialogFlow CX
- **ULB, Brussels - MA in Modern Languages**, English-Italian (Magna Cum Laude)
- **University of Westminster**, Erasmus exchange, 2002
- **Università per Stranieri**, Perugia - Italian for Foreigners, Levels 1 & 3, 1999

LANGUAGES

French ●●●●●
 English ●●●●●
 Dutch ●●●●●
 Italian ●●●●●
 Spanish ●●
 Portuguese ●●
 Japanese ●

HOBBIES

Opera (at La Monnaie)
 Running
 Tennis
 Field hockey (20 years)
 Scuba diving & Sailing

<p>Freelance Change Manager, Dialog Box - 2022 Change Manager, 2022-2023 #1 Tennant Company Paris (4 months): <u>Goal: Improve NPS</u> Audit sales & sales support dept and support towards issues resolution in SAP in Italian + production of recommendations. #2 Cocom GGC Brussels (6 months): <u>Goal: Shape org & Wow</u> Sustainable reorg post-COVID crisis; size, pace & focus change. Change plan drafted: SAFe-inspired + JIRA + Light Scrumban.</p> <p>Conversational UI/UX Specialist & Scrum Master, Proximus 2019 - 2022 <u>Year 1:</u> Project: Digital Assistant Core Team technical liaison from the Conversational AI platform angle to fit into overall chatbot architecture + copywriting. <u>Years 2 & 3:</u> BAU: People & processes, acting as Scrum Master and Senior Editor. <u>Year 3:</u> Project: Lead migration effort from previous SaaS to DialogFlow CX towards Chat+Voice.</p>	AGILE & CHANGE	<p>Learned/further developed Drafting organization change roll out (tools, org, training plan), HR & Communications strategy Dealing with and advising C-Level Auditing + Production of recommendations Assessing change readiness and impact of change Resistance & stakeholder management</p>	<p>Tools SAP ECC JIRA Power BI Framework SAFe® Scrumban ADKAR SaaS</p>
<p>Freelance Copywriter, Dialog Box - 2015 - 2022 Conversation Design(er) Manager, Partenamut - 2018 Dydu.ai SaaS Chatbot Project Manager and Copywriting FR for Health Insurance services Copywriting various clients - Copywriting Digital Channels, ING Belgium - 2017 - Copywriting Automotive EN, Emakina - 2016-2017 Recurrent clients: Publicis, Emakina - Social Media, Adaptations, Proofreading, web design.</p>	COPYWRITING	<p>Learned/further developed SEO optimized content creation Translation management Turning brand concept into long/short copy Web design Conversation design, storytelling Strategic communications</p>	<p>Tools DYDU.ai Confluence Domains Health Automotive Banking</p>
<p>Operations Manager & Continuous Improvement, (Richardson) Sales Performance International - 2011-2014 Coordination of sales trainings worldwide for Kyocera Mita, Japan Operations team management international roll-outs for Maersk Trainer training & recruitment, platform migration operations.</p> <p>Language Teacher, Brussels Secondary Schools + EPFC-ULB, 2010-2015 English & French as a Foreign Language Business English Italian for Beginners</p>	TRAINING	<p>Learned/further developed Team management operations Continuous improvement using Lean Team skill development, trainer training Recruitment</p>	<p>Framework Sollution Selling® Lean International roll-outs</p>
<p>International experience: Thailand & Senegal - 2009 Communications Officer, Oceanium, Dakar, Senegal Reforestation & Awareness Campaign Coordination PADI Divemaster & SSI Underwater videographer, Thailand</p>	COMMUNICATION & LANGUAGES	<p>Learned/further developed Managing across cultures Patient, creative solution-oriented management Safety & risk management NGO project reporting</p>	<p>Tools Premiere Pro Reported to World Bank</p>
<p>Marketing Manager, Mmmmh! Cooking Classes, 2007-2008 Events coordination, PR, communications management London store opening pre-launch campaign Store Management, Brussels location</p>	COMMUNICATION & LANGUAGES	<p>Learned/further developed Events and workshop planning PR and communications</p>	<p>Context Food & Wine Retail Stock Mgmt</p>
<p>Producer, mortierbrigade, 2006-2007 Production/Account Management for communication campaigns, major clients; eBay, Coca-Cola, Mobistar, Le Soir, Deutsche Bank</p>	COMMUNICATION & LANGUAGES	<p>Learned/further developed Retro-planning and tight deadlines management Working under pressure Media & creative process production</p>	<p>Achieved €1M project Account management</p>
<p>Freelance Translator/Interpreter/Coordinator - 2003-2006 Translation & Coordination: Lean Six Sigma, subtitling + various. Interpreter for HR negotiations VW-Audi, Brussels.</p>	COMMUNICATION & LANGUAGES	<p>Learned/further developed Interpretation and sub-titling Account management, intake meeting sessions Topical learning in Lean Six Sigma</p>	<p>Framework Lean 6 Sigma VSM HR mgmt</p>