



AUDREY NOBLE

Belgian-British national
UK-BEL Passport holder
Fluent in 6 languages

Freelance independant at
Dialog Box
<https://dialogbox.be>



Open to:

- International projects
- Hybrid, Full remote

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ADKAR CERTIFIED CHANGE MANAGER

PLANNING A CHANGE, GROWING FAST? MY AMBITION IS TO SUPPORT YOU

Prosci® certified change consultant with experience in Organizational Behaviour & Design, looking for a mission to assist an organization with adapting and adopting novelty through change/transformation initiatives in a co-creative approach. And from the midst of the organization, collaborate and energize to tackle the human aspect of change for a perennial adoption.

With **20+ years of experience** working in communications and managing teams in Scrum Agile in operations and IT, I find nothing more satisfying than dedicating all my energy to **comprehensively support change initiatives and to contribute to improving the efficiency and the day-to-day of people, teams, and organizations.**

I have become skilled and knowledgeable to tackle situations holistically from two pillars so as to best **energize projects**; Organization & Efficiency + People & Change.

My experience

I have acted as a coach/change agent in different contexts;

For SPI when accompanying their burgeoning EU/Brussels office in growing, migrating operations platform and shaping trainings for operations and sales.

In 2019, I **assumed a leading role at Proximus for their B2C chatbot**; hiring, training, and managing an agile team (from 1 to 10ppl) as Scrum Master/Senior Editor role. Agile BAU followed by project and change management at cross-delivery teams levels to support change for a migration project.

In 2022, I worked for American **cleaning industry leader Tennant** in Paris where an SAP-ERP roll-out during global supply-chain shortcomings had called for corrective recommendations, the initiation of supportive projects for operations and sales, and the need to support teams daily using Scrum.

The same year I went on to support Brussels Public Health administration **COCOM GGC/Vivalis** restructure their crisis management department post COVID-19 pandemic, acted as Department Coordinator (from 2000 down to 40+ ppl) + HR advisor, and drafted a SAFe®-inspired change roll-out proposal using a light Scrumban approach in JIRA.

In 2024, I worked for the **energy sector**; first for Brussels distribution network manager **Sibelga** as Business Change Manager to support the launch of their first app, drafting and delivering a change plan, producing training and communications and developed the notion of project identity for internal communications. I concluded the year working for **ENGIE GEMS** to produce change/training contents and project identity guidelines for a platform migration project from SAP to Salesforce.

My keys as a Change/Growth Support role

- * IT Migration lead experience in a Scrum Agile context
- * Scrum Agile coach/adoption driver in a corporate context
- * Deployment process mapping and continuous improvement
- * Excellent people skills, demonstrated change capacity
- * Strategic communications and C-level advising
- * Recruitment, training/onboarding, team development

My Profile

Creative, adaptive, concept-thinking, influential, self-steering, clear, open-minded natural leader and communicator for all types of crowds, and structured problem-solver.

EDUCATION, CERTIFICATIONS & TOOLS

- Ongoing 2025: Org Design, Organizational Behaviour, HR, Scrum Agile PSM I
- Ongoing other: Audio production (Voice Over & Dubbing)
- **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, (score 78%) April 2023
- **Prosci® Change Practitioner (ADKAR)**, July 2022
- **Project Management** for Conversational AI, Cognigy Academy, April 2022
- **Certified Conversation Designer**, CDI, January 2020
- **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 ●●
German ●

HOBBIES

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

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| <p>Freelance Change Manager, Dialog Box - 2022 - today Change Management, Strategy & Communications</p> <p>#4 ENGIE GEMS Brussels (6 months): <u>Goal: L&D for Change</u> Impact & needs analysis, draft & delivery of change & communications plan. Communications standards improvement. Training contents + visual identity suite and guidelines.</p> <p>#3 Sibelga Brussels (9 months): <u>Goal: Support app release project</u> Impact & needs analysis, draft & delivery change & communications plan. Communications standards improvement. Training production FieldOps.</p> <p>#2 Cocom GGC Brussels (6 months): <u>Goal: Shape org & WoW</u> Post-COVID 19; size, pace & focus change. Change plan drafted: SAFe-inspired + JIRA + Light Scrumban. HR MGMT & Organization design.</p> <p>#1 Tennant Company Paris (4 months): <u>Goal: Support Sales/Crisis MGMT</u> Audit sales & sales support dept, support sales daily using Scrum, initiate corrective projects. HR MGMT & Organization design.</p> <p>CxD Expert & Scrum Master, Proximus 2019 - 2022 <u>Year 1: Conversational UI/UX Specialist</u>: Project: Digital Assistant Core Team technical liaison from the Conversational AI platform angle to fit into overall chatbot architecture + hiring and building team in Scrum Agile. <u>Year 2 : Scrum Master</u>: BAU: People & processes, Senior Editor role. <u>Year 3: Change Manager</u>: Project: Lead people side of 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 MGMT: downsizing, recruitment, team design Communications strategy Delivering change plan actions and producing communications (print, A/V - voice overs) Conducting surveys and correcting course on results Dealing with and advising C-Level Auditing + Production of recommendations Assessing change readiness and impact of change Resistance & stakeholder management Reporting on the status at Opco and Steerco level Creating project identity for internal communications Producing Organization design recommendations Producing team WoW support (agile, scrum, waterfall) Events planning Production of training contents Sponsor speech writing and coaching Coaching on personal transformation</p> | <p>Tools SAP ECC SAP ISU SalesForce JIRA Azure DevOps Power BI Canva Framework SAFe® Scrumban ADKAR SaaS Waterfall</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 Industries Health Automotive Banking</p> |
| <p>Operations Manager, (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 Coach, EPFC-ULB, 2010-2015 English & French as a Foreign Language Business English Italian for Beginners</p> | TRAINING | <p>Team set-up & management operations Continuous improvement using Lean Team skills development, trainer training Recruitment</p> <p>Training/Managing across cultures Workshop creation and continuous improvement Shortcomings analysis and corrective actions plan</p> | <p>Sollution Selling® Lean International roll-outs</p> <p>3 languages 6 groups 9-month plan</p> |
| <p>Project Ecology: Thailand & Senegal - 2009 Communications Officer, Oceanium, Dakar, Senegal Reforestation & Awareness Campaign Coordination PADI Divemaster & SSI Underwater videographer, Thailand Underwater Videography, Divemaster, Raising awareness campaigns</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> <p>Producer, mortierbrigade, 2006-2007 Production/Account Management for communication campaigns, major clients; eBay, Coca-Cola, Mobistar, Le Soir, Deutsche Bank</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>Managing across cultures Patient, creative solution-oriented management Safety & risk management NGO project reporting</p> <p>Liaising between shop and C-level retail PR and communications Store, schedule, staff & stock management</p> <p>Retro-planning and tight deadlines management Working under pressure Media & creative process production</p> <p>Interpretation and sub-titling Account management, intake meeting sessions Topical learning in Lean Six Sigma</p> | <p>Tools Premiere Pro Reported to World Bank</p> <p>Food & Wine Retail Stock Mgmt</p> <p>€1M project Account</p> <p>Lean 6 Sigma VSM HR Mgmt</p> |