

## AURIGA MARTIN

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**OBJECTIVE:** Product Leader, Digital Officer, Strategy Director, startup CEO

### PROFILE:

I am focused on moving the needle and bringing beneficial and lasting change. I love to lead tech teams to develop and deliver innovative products that bring real and positive outcomes. Keeping purpose at the center of what I do is essential for me to be an authentic leader, providing the right environment for my teams to thrive and move at rapid pace. I find value in constraints, opportunities in problems, and talent in unlikely places - all enabling the creative result required for true innovation.

### WORK EXPERIENCE:

#### ***CEO, Chief Growth Officer (Trove powered by Forsyth Barr)***

***February 2020 - December 2022***

- Formed an entire GTM strategy, three year runway and built a team as employee number one.
- Built award winning campaign and PR strategy
- Created an AWS platform strategy and vision with the SLT and Platform team in less than one year
- Media trained, formed senior leadership and governance operational playbook to enhance and uplift the regulatory standard for digital fintech platforms
- Created partnership pipeline with global fintech players
- Created business model, customer persona profiles and NZ to global market segment strategy

#### ***Head of Digital Savings (Forsyth Barr, New Ventures)***

***July 2019 - February 2020***

Formed strategy, budget and go to market plan for a new venture. Part of the senior leadership team at Forsyth Barr, I helped lead the formation of digital strategy by building a business case for a high-performance tech delivery capability and innovation culture change to bring positive impact to the financial sector. My primary focus as Head of Digital Savings was to create digital extensions of Forsyth Barr's trusted and well established wealth management IP to leverage in new market segments.

- Heading up a soon to launch Robinhood competitor to global market.
- Formed a team creating cutting edge cloud technology and intangible asset IP
- Pitched and manage \$20M 3 year runway
- Formed leadership team
- Instilled product culture, including cross functional product teams with full research and insights team
- 98% pre-release NPS score
- Board reporting to 90 year parent company with continuous funding secured
- Set up of a new and separate entity with employee share scheme
- Formed full SaaS pricing business model with 5 year market projections
- Initiated and built \$4m marketing campaign for launch
- Established full go to market strategy and PR strategy

#### ***Executive Producer (Triquetra Films)***

***October 2019-present***

Local production company making films with heart and stories with positive influence. Produced 'Milk' winner of numerous international film festivals. World premiere at LA Shorts Film Festival and 'Breakfast' live national news coverage in NZ.

- Production company founder
- 56 film festival award winning short about a twist on intergenerational wealth transfer
- Funded and executive produced
- Pitched and landed funding proposal and sponsorship programme to facilitate a full multi day budget at zero cost to production team

***Programme Manager (Transpower, Network and Security Department)***

**November 2017 - May 2019**

Closed and opened the NSS \$13m Programme of Works between financial years 17/18 & 18/19. Ensuring project excellence across the team through transparency, collaboration and shorter feedback loops. Built a team culture and change journey to Dev Ops and Agile ways of working.

- Formed first Agile Guild at Transpower
- Introduced Kanban Programme collaboration from board to project delivery - new way of working still being practiced today to oversee delivery of \$10-15M programme portfolios

Developed the first robot service for Transpower - a remotely driven visual and audible capture robot to respond to faults in remote Substation environments. A first in 'robot as a service' for Transpower and one of the top innovation projects in the energy sector, a successful collaboration with Massey University's ioSYS technology lab.

- Formed NZ's first agile hardware and software delivery programme of work
- Delivered several live robots to the grid of NZ saving taxpayers \$1m in annualized operational cost
- Planned and orchestrated live test cycles in high risk live substation environments with 3 contract groups and 2 national governing body approvals
- High profile robotics innovation story featured in 3 publications, Downstream international conference keynote and featured on 3 national TV segments
- Worked with university students to establish a mechatronics employment scheme at Transpower

***Contract Programme Manager (City and Guilds UK)***

**January 2017- July 2017**

Limited by NDA - Led a large programme of work in the burgeoning automated flight aviation industry. Oversaw distributed teams in UK and NZ creating flagship e-learning content for a wide range of global organisations. Traditional and agile project management blend - tight deadline, tight budget, loads of fun.

- Formed and planned \$3m work programme to bring automated flight training to global scale
- Worked with 3 international bodies to confirm business model, funding and delivery schedule
- Formed board level proposal business case and carried the programme through to green light approval
- Recruited and onboarded 3 discovery and delivery teams working in tandem on multiple simultaneous programme workstreams
- Introduced agile ways of working to Kineo and City and Guilds UK learning content delivery process

***Founder (Ventana Creative Collective)***

**April 2016-present**

- Formed a creative workshop and gallery space with international artists in residence
- Exited my interests in the company to new co-founder partner
- Was profiled in 3 national publications on keeping art and creativity alive and well
- Built artist royalty model that paid out over \$500k in payments to local and international artists while in my tenure

***Community Director ([www.ruralcommunity.co.nz](http://www.ruralcommunity.co.nz) - powered by CRS Software)***

**January 2016-September 2016**

Pitched and managed a contractor team of developers, educational content specialists, designers and marketing and education managers to deliver a new website for farmers of Australasia. Likened to "Facebook for Farmers" by the New Zealand media and rural banking sector, the Rural Community has served the rural community well in its timely release and success at meeting the core market of farmers in need of an online community. The website release came as part of a strategy to drive product sales and new pricing devised as part of the management team.

- Formed full content creation and publication end to end delivery process
- Worked with international LMS provider over a period of six months from inception to go live

- Created body of knowledge content for 80% of New Zealand's farmer audience
- Recruited and formed farming experts with scaled remuneration packages
- Built PR and Marketing campaign to promote at and beyond launch

***Product Innovation Manager (CRS Software)***

**June 2013-May 2016**

Built and scaled 3 high performing teams with the capacity and capability to deliver world class farming software. Led a full Agile and web delivery transformation, starting with culture and mindset shift from top down.

- Initiated and designed a new SaaS product for web
- Full tech stack overhaul of 32 year old legacy product from team to development process
- Introduced product management and recruited and build a guild of product managers
- Developed pricing and release strategy
- Recruited top web development talent including becoming an immigration certified recruitment company for NZ
- Conducted nationwide roadshow with live product demos to audiences in 20 cities
- Formed internal team to deliver complex architectural data migration of customers off legacy product to the web offering

***Technical Product Manager (lynda.com) - with maternity leave***

**August 2011-April 2013**

Worked closely with stakeholders, engineers, architects, quality assurance, product management, and project management to build and maintain custom internal software for company as it scaled from 10 to 500.

- Managed \$1 million annual budget.
- Launched .NET financial website Portal for lynda.com author group.
- Managed development of internal database tool serving all departments at lynda.com.
- Managed development of the backend tool for the lynda.com website and other critical internal systems.

***Acquisitions and Business Development Manager (lynda.com)***

**November 2005-August 2011**

Recruited, negotiated and liaised with worldwide recording talent for growing library of software training titles; catering to hundreds of thousands of users. Developed relationships and communicated with industry experts in 3D, After Effects and Photoshop. Maintained and negotiated well over 150 author contracts during this period as well as pricing strategy for partnership releases.

***Senior Events Manager (lynda.com)***

**February 2005-October 2007**

Managed two million dollar annual budget to coordinate 28 software industry trade shows across the US.

- Trained 30 contract employees and interfaced with marketing and PR departments to launch new product releases.
- Developed sales strategies for diverse audiences (from 3D modelers to Apple professionals at MacWorld).
- Orchestrated live in booth MacWorld press coverage
- Oversaw design and construction of \$1m booth in several of the world's largest tech events (NAB, MacWorld, CES, etc)

***Marketing & Business Development (lynda.com)***

**January 2005-November 2005**

Initiated partnership talks with potential software training clients, like Autodesk and Adobe, and generated major leads for the business development team.

- Negotiated 3 year partnership with Adobe
- Negotiated 4 year in the box partnership deal with Macromedia resulting in 3m views from inception to course retirement

***Director of Video Production (lynda.com)***

**August 2002-May 2005**

Built and directed video production department.

- Created the beginnings of what became a multi million viewer offering straight after UCLA graduation
- Oversaw the creation and release of 5 ten-hour tutorials per month.
- Implemented entire production process from recording, editing and testing to final public release of training for clients' product launches
- Set up sound and live action recording processes still in use today at linkedin learning
- Recruited and managed 30-60 person recording talent, editors and beta test contractor teams for scaled up and scale back down on demand projects.
- Planned and orchestrated embedded PR campaigns with then software giants Corel, Adobe, Macromedia and Apple.

#### **EDUCATION:**

**Agile Negotiation, February 2016, New Zealand**

**Catalyst Management Training, November 2015, New Zealand**

**Passionate Product Owner, Jeff Patton - May 2015, Sydney Australia**

**SCRUM Alliance, Product Owner Certification - September 2014 Redwood City, CA**

**UCLA School of Art & Architecture, B.A. Fine Arts ( Deans Honor List, Phi Eta Sigma Honor Society, Alpha Epsilon Scholastic Achievement)**

**Aegean Center for the Fine Arts, Paros Greece**

#### **REFERENCES:**

**Lynda Weinman - Founder lynda.com**

**+1-805-477-3900 or lynda@lynda.com**

**Kristen Johansen - Senior Manager Sonos**

**+1-805-729-2424 or kristen.johansen@gmail.com**

#### **INTERESTS:**

Mother to two girls, Mountain Bike downhill racer, cinematographer, landscape painter, multi-sporter, longboard surfer, backcountry split snowboarder and gourmand aficionado.

#### **RECOMMENDATIONS:**

"Auriga is one of the key employees at lynda.com, due to her intelligence, sensitivity, honesty and enthusiasm for her work. She is someone who you can count on to be honest, to bring up anything that's uncomfortable before it gets out of hand, and to do what she says she'll do. Her word is good as gold, and her personality shines even brighter. Corny praise, but it's all true!"

Lynda Weinman, *Co-Founder, lynda.com, inc. managed Auriga at lynda.com*

"If you look at Auriga's history at lynda.com, it reflects her amazing adaptability across many different - and challenging - roles as the company grew. Because I appreciated her ability to learn on the job, I recruited her for my team and asked her to take on an incredibly complicated task - to help us replace a mess of internal home-baked tools and manual processes with an effective, holistic workflow that would provide concrete improvements for our authors and employees. Auriga jumped right in, developed great relationships with her stakeholders and new team, figured out where the team's priorities should be, executed quickly on improvements, and was able to make order out of chaos in a very short time. One additional thing to note - Auriga was able to form and maintain a very cohesive and effective cross-functional team of internal customers, developers, and designers, despite them being geographically distributed across three continents and many time zones. I have never seen someone with such a fantastic ability to communicate, connect with, and lead teams despite being remote almost 100% of the time. Auriga is truly a star - it's not just in the name! I hope I get to work with her again someday."

Kristen Johansen, *Senior Product Manager, Sonos managed Auriga at lynda.com*

“Auriga is one of those people who can take difficult, challenging work and tackle it with energy and enthusiasm, building relationships with everyone involved. She then works hard to get the job done with the everyone involved feeling part of a successful team. In the time I was managing her, Auriga was the Product Owner for a couple of internal tools, one of which had 150+ users, using 20-some different workflows, each of which had several to many feature requests waiting in backlog, which Auriga collaboratively managed with the developers along with the stakeholders waiting for those features. In summary, Auriga is not only productive, but a delight to work with. I would welcome the chance to work with her again.”

Alan Stebbens, *Senior Director, Business Information Systems, lynda.com* managed Auriga at lynda.com

“I had the pleasure of working alongside and also managing Auriga while at lynda.com. Auriga is an intelligent, creative, and enthusiastic product manager who understands the technical, design, and business drivers for her products. She is keenly focused on delighting end-users while balancing the needs of stakeholders and juggling complicated development timelines. Her can-do attitude and sunny personality inspire those she works with to their best. I strongly recommend Auriga Martin as a product manager and production coordinator.”

Lisa Smith, *Director, Business Systems Engineering, lynda.com* managed Auriga at lynda.com

“Auriga is an asset, plain and simple. As we've worked together, I've found Auriga to be a dedicated, focussed, balanced product manager. She always focussed on the highest impact, most productive tasks despite the swamp of request she received. Since she took over the product management of internal tools, I personally noticed how much more got done. Tasks that had previously been bogged down with little productive movement were brought back to life. I believe Auriga is a fantastic planner and really understands how to prioritize and communicate the most important tasks to her teams, and she's wonderful to work with to boot!”

Josh Olenlager, *Delivery Supervisor, lynda.com* worked with Auriga at lynda.com

“Auriga is that rare breed of person. Someone who can complete all the tasks in front of her easily and inspire everyone around her at the same time. I have rarely seen someone as roundly beloved and respected as Auriga. In her time as Acquisitions Editor and before, she has found the right people and gotten impossible jobs done. Her people and project wrangling skills are second to none. Whether in the learning, video, film or tradeshow field, I can not recommend Auriga highly enough.”

Max Smith, *Training Development Manager, lynda.com* worked with Auriga at lynda.com

“Auriga is someone I fully trust whom is brilliantly smart with the ability to work well with others. She is task oriented and does what she sets out to do without question or fuss and many times making improvements along the way. I have always known Auriga to be truthful, sincere, fair and dedicated to what she does. Auriga is a rare breed of person that takes strong personal initiative to make things happen. When Auriga works with others, everyone feels as though they are benefiting. I might add that people like Auriga make this a better world.”

Bruce Heavin, *Owner, lynda.com* managed Auriga at lynda.com