

Annabel Nguyen

Open to Senior Manager-level Digital (AI & Automation) Strategy, Transformation and Innovation roles

Generative AI · Workflow Automation · Workforce Forecasting · Executive Business Cases · Adoption & Enablement

Sydney, Australia Australian citizen Four weeks' notice

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PROFILE

I run AI transformation end to end, from use-case discovery and portfolio prioritisation through executive business cases and GenAI delivery to adoption and change management. My working principle is to **start with the most expensive problem rather than the technology**: if AI is the right answer, fund it properly, and if it is not, use something else. My move from Manager at Nous Group to Senior Analyst at Laing O'Rourke was a change of career ladder rather than a step back; it came with a pay rise and a broader mandate covering org-wide AI vision, executive-approved funding cases and delivery leadership.

HEADLINE OUTCOMES

- + **Won funding for four AI business cases in 12 weeks** at Laing O'Rourke; all four taken to the Australian Executive Committee were approved, with an initial ~\$300K PoC and pilot budget and a production roadmap targeting 2027.
- + **Delivered an estimated \$700K in annual savings**, roughly \$100K per project across the seven projects running the automations, built with a team of two developers; three of five automations are live.
- + **Built and owned the AI reporting layer** at Nous Group that **cut executive report turnaround from two weeks to five minutes**; the firm productised the platform and launched it with three paying university clients.

Figures are good-faith internal estimates from the time of the work, rounded; I'm happy to walk through the basis of any of them in an interview.

EXPERIENCE

Laing O'Rourke

2023–Present · Sydney

Senior Analyst, Digital Development & Insights

- Ran discovery with 17 stakeholders from executive to project lead, mapped six project-delivery phases, and narrowed 27 business problems to **six AI candidates** by scoring each 1–3 on five dimensions (economic upside, technical feasibility, data readiness, adoption risk, speed to value); removed the two weakest candidates at scoring.
- Wrote and presented the four remaining business cases (**Playbook, HSE Risk Planning, Lookahead, Design Review**), each assessed for ethics and responsible AI use, to General Manager, Technical Director and Australian Executive Committee audiences; **all four were approved and funded in 12 weeks** with an initial ~\$300K PoC and pilot budget.
- Built a working PoC on **Microsoft AI Foundry and Databricks**, a project-intelligence assistant with two agents in trial on a live alliance project; Lookahead and Design Review are next, with production targeting 2027.
- Led two developers (seconded EY consultants, direct reports) to build five automations across three business areas in Python and React, delivering **an estimated \$700K in annual savings** (bottom-up: ~\$100K per project across seven, hours saved × a loaded rate, validated by Technical Leaders); three are live across seven projects since May 2026 and two are built and awaiting deployment; the build took ~1.5 weeks of the three-person team and repaid itself within its first fortnight live.
- Aligned the AI portfolio with the **NSW AI Assurance Framework** through the Global AI Council, and drove toolset uptake through training, documentation and site support, tracked with usage analytics and a prioritised backlog of shipped enhancements.

Nous Group

2021–2023 · Sydney

Manager, Business & Digital Strategy Consulting

- **Promoted twice, from Consultant to Senior Consultant to Manager.**
- Managed teams of up to five consultants and acted as senior developer on a labour and skills analytics platform (R Shiny) for higher education and government clients, integrating university enrolment data, HEIMS and Burning Glass (Lightcast) labour-market data.
- **Built and owned the AI integration** that turned the platform's findings into a predefined executive report, **cutting turnaround from two weeks to five minutes. The firm productised the deliverable** into a standalone offering, launched it with three paying university clients, and now sells it in its own right.
- Built an internal **workforce forecasting tool** covering attrition, intake and grade movement against the work pipeline; it surfaced a capacity shortfall and led to increased graduate recruitment. Developed the **NPV and benefit-cost financial models** underpinning client investment cases.

Deloitte

2021 · Sydney

Analyst, HR Technology & Transformation Consulting

- Developed the HR IT business case and financial model for a not-for-profit client, work that grounded my later approach to AI adoption and change management.
- Designed a **learning operating model** and a **commercialisation strategy for learning**, and supported the transformation through stakeholder engagement and change management.

Box of Books

2019 · Sydney

Operations & Strategy · EdTech startup

- Designed UX for internal operations tooling, identified target school segments for market expansion, and triaged and escalated product issues within a small startup team.

EDUCATION & CERTIFICATIONS

UNSW: Bachelor of Commerce (Finance) / Bachelor of Information Systems

Double degree, awarded with Distinction

- SRC Queer Mentor; Analyst, Investing 4 Charity.

Certifications

- **Academy Accreditation — Databricks Fundamentals**, Databricks Academy (2026).
- **Prompt Engineering & Programming with OpenAI**, Columbia+ (2026) — Module 1.

TECHNOLOGIES & TOOLS

Microsoft AI Foundry · Databricks · Power BI · Tableau · Power Automate · Python · SQL · Java · R / R Shiny · React · LLMs, prompt engineering & RAG · Vector search (Unity Catalog), embeddings · MLflow tracing · Azure Application Insights · Burning Glass / Lightcast & HEIMS data

CAPABILITIES

AI opportunity discovery & portfolio prioritisation · Business cases & investment theses (ROI, NPV, BCR) · Executive sponsorship & communication · GenAI & automation delivery (PoC to production) · Workforce & productivity forecasting · Adoption, enablement & change management · Responsible AI & governance (NSW AI Assurance Framework) · Benefits realisation & value quantification · Stakeholder workshop facilitation · Team leadership (delivery & consultants)

ADDITIONAL

- **YCollab, SafeSpace initiative:** led strategy and facilitated stakeholder workshops to define the service; part of the team that established the first LGBTQ+ safe space in the Fairfield LGA, an area that voted predominantly no in the marriage-equality plebiscite.
- **ACON, Western Sydney:** strategic advisory, developing a strategy to engage young people.
- **NousProud:** planned, hosted and presented an in-person event for 45 attendees, owning logistics, content and delivery end to end.
- **Out for Australia:** panel speaker in 2021 and 2022.
- **Personal products:** independently built and distributed two native Android apps (Java, Android Studio); the social conversation app, built during the COVID lockdowns, was used by 20+ people.