Nicholas Whitelock

Senior Business Analyst and Product Owner

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> **Available from January 2027** for senior business analyst and product owner roles, contract or permanent, in Perth (hybrid) or remote.
> Australian and British citizen.

I turn complex system changes into tools people actually use. Over six years across insurance, energy and government, in London and Perth, I've led business analysis from the first requirement to live adoption.

At Utility Warehouse I led the BA work on MHHS, the biggest change to the UK energy market since the 1990s, covering 1M+ metering points, and moved the entire energy portfolio to a new data provider with zero disruption. Now, as Lead BA and a HubSpot product owner on Pacific Life Re's global CRM transformation, I've taken the platform from MVP to 200+ users and tripled the activity they log.

I do my best work where there's a system to deliver and an outcome to own.

Experience

Senior Business Analyst / Workstream Lead

Jan 2026 – present

Pacific Life Re (contract)

London, UK

Global CRM transformation across sales, marketing, relationship management and pipeline management, spanning the Protection, Savings & Retirement and Capital Solutions business lines.

- Lead BA on the program, owning the governance, change, data migration, compliance and business readiness workstreams with senior stakeholders, technology teams and third-party delivery partners.
- As one of the HubSpot product owners, decided what to build and how within the platform's constraints, tested features with business stakeholders before committing to build, and took the CRM from MVP through the marketing and sales releases for 200+ users.
- Built the requirements register, Jira delivery process and BA standards now used across the business. New initiatives are scoped and roadmapped in one refinement session instead of days of back and forth.
- Worked with solution architects to feed requirements into designs and review designs against them, and ran change requests and clarification and decision logs with third-party providers.
- Directed the third-party testing partner's validation of releases against acceptance criteria, estimated external testing effort, and ran mock and final data migrations.
- Built adoption reporting by line of business and region and used it in follow-up sessions with the business; targeted guidance lifted monthly logins by 15% and tripled activities logged.
- Ran lessons learned with the delivery team and business stakeholders, which moved later releases from waterfall to earlier, Agile engagement with the business.
- Onboarded and coached a new BA, including on writing acceptance criteria, and wrote and reviewed job descriptions to hire more BAs.

Lead Business Analyst

Sep 2023 – Jan 2026

Utility Warehouse

London, UK

UK energy supplier. Covered the CRM, billing and settlement changes needed for Market-wide Half Hourly Settlement (MHHS). Billing runs on Gentrack, which energy retailers across Australia and New Zealand also use. Also part of the smart meter rollout program.

- Built and maintained the program's requirements traceability matrix, tracing 170+ requirements to solution and architecture design, provider documentation, acceptance criteria, 50+ test cases and UAT evidence.
- Led end-to-end delivery of the MHHS platform workstream, coordinating commercial, regulatory and technical teams, and cleansing data for 130K metering points so they could migrate.
- Acted as primary liaison between the business and technology partners on solution approaches; designed and managed integrations (MuleSoft, APIs, SFTP, AWS S3) processing 1.3M data points a month.
- Migrated 100% of the energy portfolio to a new data service provider with zero disruption.

- Facilitated workshops with the C-suite, directors and cross-functional teams on regulatory impact and future-state processes, and documented requirements and journeys in BPMN 2.0.
- Coached a tester into a BA role, wrote job descriptions to hire BAs, and introduced Agile, Scrum and Kanban practices to the team.

Business Analyst, Retail Business Unit

Nov 2022 - Jul 2023

Synergy (contract)

Perth, WA

- Developed business cases worth A$1M+, linking technology solutions to strategic objectives and investment decisions.
- Defined requirements and documented processes across a portfolio of business improvement and technology projects.
- Designed prioritisation frameworks and roadmaps, and ran quarterly performance reviews checking KPIs against business targets.
- Built Power BI dashboards for executive reporting and project tracking.

Technology Transformation Consultant

Aug 2020 - Nov 2022

EY

Perth, WA

- Delivered technology advisory engagements, running executive workshops, process mapping and gap analysis to shape future-state recommendations.
- Ran the workshops for a cyber and identity and access management (IAM) operating model review at a major resources company, working with general managers and the security team, and delivered the operating model and RACI.
- Ran market scans and assessed cloud and SaaS options for a client's ERP solution, with recommendations for executives.
- Responded to 5+ RFPs worth A$5M+, writing tailored proposals, solution overviews and commercial documentation.
- Managed a client project end to end, leading a three-person delivery team.

Using AI in delivery work

Automated a key operational task with large language models · Utility Warehouse

Built an AI agent for business communications · Pacific Life Re

Enabled business users and BAs · Pacific Life Re

Assessed an AI assistant integration for the CRM · Pacific Life Re

AI-assisted migration checks · Pacific Life Re

Skills and tools

Business analysis	Requirements elicitation and management, user stories and acceptance criteria, requirements traceability, backlog refinement and RICE prioritisation, process modelling (BPMN 2.0, UML), gap analysis, business cases, UAT
Product and delivery	Product ownership, roadmaps, Agile and Scrum, Kanban, Waterfall, governance forums, RAID management, change requests, data migration, training and adoption
Platforms and integration	HubSpot, Gentrack, MuleSoft, REST APIs, SFTP, AWS S3
Tools	Jira, Asana, Linear, Miro, Visio, Lucidchart, SQL, Python, Power BI, Looker, BigQuery, Excel

Education and certifications

Bachelor of Commerce (Business Information Technology & Systems), Curtin University

Professional Scrum Master I (PSM I), Scrum.org

Microsoft Certified: Azure Fundamentals, Microsoft

Jira Fundamentals, Atlassian

Python for Data Science, IBM