



# NARELLE STEFANAC

## PERSONAL PROFILE

As an executive leader, Narelle has over 20 years' experience specialising in business growth strategies and the successful leveraging of human capital to help organisations transform and win.

## CONTACT ME

nstefanac.au@gmail.com  
+61 466 470 689

## EXPERIENCE



## EDUCATION

Grad Cert in Educational Neuroscience  
CQUniversity - Current

Leaders of Learning  
Harvard University - 2020

Digital Leadership  
RMIT University - 2019

## WORK HISTORY

### Strategy and Operations Director, Skills Programs (ANZ Region)

Microsoft | Feb 2021 to current [project due to finish 30 June 2022]

Reporting to the Chief Learning Officer, I am responsible for developing strategies to skill the nation across Australia & New Zealand. I also provide programmatic oversight for: Cloud and AI Country Plan (Skills Pillar), Global Skills Initiative, Skilling & Certification Growth, Data Centre Skills Program, and Break-through Initiatives for Skilling Customers & Communities.

### Growth Director

RMIT University | Sep 2019 to Jan 2021

Reporting to the CEO and forming part of the Executive Leadership Team, I was responsible for developing the strategic plan for growth for the RMIT Online Future Degrees, Future Skills and Micro-Credential portfolios. As Growth Director I led the Marketing, Student Enrolments, Workforce Development, Customer Success and Strategic Partnerships divisions to drive business growth.

### Head of Relationship Management

LinkedIn | Sep 2018 to Aug 2019

Manage a team of Learning and Development Strategy Consultants to transform organisations through the application of digital learning products, designed to create a culture of life-long learning, growth and agility. Responsible for driving retention & growth of customer revenue across Australia & New Zealand for SMB, Mid-Market and Enterprise Customers (Commercial entities & Academic Institutions).

### Director of Careers & Employability

Laureate International Universities | Jul 2016 - Aug 2018

Manage 3 divisions - Industry Partnerships, Alumni Services, and Employability Services for 12,000 students across 16 campuses and five faculties (Health, Design, Hospitality, Business & Education).

### Head of Business Development

Careers Australia Group | Jul 2015 - Jun 2016

Lead the B2B sales & marketing strategy across two businesses, Careers Australia & Workstar. These two businesses specialised in providing diverse educational solutions (bespoke, vocational and gamified learning) to the corporate market across two unique brand identities.

### National Training Manager

SEEK | Jan 2011 - Jul 2015

### State Sales Manager

SEEK | Jul 2007 - Jan 2011

### Internet Consultant

SEEK | Aug 2004 - Jul 2007

### Branch Manager

Adecco | Oct 2000 - Mar 2004



# KEY PROJECTS

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### Online Learning Adoption & Engagement

Narelle is currently working for Microsoft on a global initiative to maximise learning adoption and engagement across Australia and New Zealand in response to the rapid tech-enablement of non-technical roles and accelerated growth of the technology sector.

### Micro-Credentialing as a Service

Narelle worked with industry and RMIT Online to develop a fully online credentialing service, which recognises the pre-existing knowledge and experience of a workforce and validates this experience in the form of a credential that is industry and academically evaluated.

### Workforce Development Solutions

Narelle developed the workforce development service offering for RMIT Online. This involved the development of new product lines, CRM platforms, integrated eCommerce capability and a Customer Success Management function which is modelled off technology adoption principles with embedded growth marketing strategies designed to maximise activation, adoption and engagement.

### Learning Experience Platforms (LXP)

Narelle released the first version of LinkedIn Learning's Learning Experience Platform (LXP) to market. Leading a team of consultants to help organisations transform their workforce by establishing on-demand access to learning, strengthening a growth mindset and providing rapid learning opportunities both professional and personal enhancing health and well-being.

### Digital Transformation Projects

Narelle launched and embedded three digital transformation projects for Laureate International Universities. Projects included a 24/7 Digital Career Centre to increase efficiencies in the engagement of students, support staff, academics and industry; an Alumni Social Ecosystem delivery of a platform for alumni to interact and give back to their communities, whilst also providing a channel for the university to extend the customer lifecycle and test new products; and a fully integrated professional assessment tool that assesses an individual's employability skills, rolled out to all new students and later embedded into the curriculum across multiple faculties as part of a broader research project.

### Gallup Strengths Coaching Teams

Narelle established a team of 40 Gallup Strengths Coaches for Laureate International Universities to increase staff and student retention, becoming Australia's first Strengths-based University. She has also deployed a strengths-based leadership model at both LinkedIn and RMIT University.

### Gamification and Experiential Learning Design

Narelle has worked with Workstar's enterprise customers including McDonalds, Westpac, Johnson&Johnson and QBE to identify ingrained behaviours that required structural change. Understanding the learner profile, the technology adoption maturity and the desired outcomes, unique learning experiences were created and gamified to shift entire departments and organisations. Learning projects spanned areas such as customer service, digital transformation, company values, third party sales and simulations.