

Dr. Amanda Keenan

Strategy, Innovation, Design & Change Consulting

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I have had extensive experience working in the strategy, innovation, and engagement space in both the public and private sectors over the past 12+ years. I have been working as a Principal/Senior Consultant in the technology sector for the past 5 years, specialising in innovation, experience design and change management.

I have formal qualifications or certifications in the following areas:

- Digital Health Research and Service Design
- Health Economics and Policy
- Marketing
- Health Consumer and Community Engagement
- Human-centered Design
- Change Management

I have directly managed service improvement and experience design teams in several large health, social and aged care organisations, including **RDNS Silverchain, BUPA and Medibank**. I have provided consultancy services in experience design projects across both the public and private sectors in Australia, including the ATO, Services Australia, Home Affairs, the Australian Digital Health Agency, the NSW Agency for Clinical Innovation, eHealth Queensland and the SA and NSW Health Departments. My contribution has focused on providing strategic advice on how to design and implement digital and non-digital solutions to enhance citizen, consumer, employee, or stakeholder experience.

I have led consumer and community engagement teams in health and social care, designing and delivering co-design activities across nursing services, disability care, palliative care, telehealth, and Hospital in the Home (HITH).

My Doctoral research examined the ethical aspects digital health service design and included qualitative research with people living with chronic disease, disability and mental health conditions, carers, and health practitioners. My research has been published in peer-reviewed journals.

I have worked across existing and emerging technologies, digital solutions, collaboration tools, and communication platforms, including AI, and VR.

I have applied Prosci frameworks, methodologies, and tools to support stakeholders at all levels of an organisation through change. My preference is to introduce change activities at the earliest stage of a project, to ensure the greatest success for adoption, initiative success and benefits realisation.

Professional experience

Cool Kids Innovation - December 2022 – present **Founder & Chief Humanist**

I established my own consultancy business offering expertise to clients in strategy, innovation, design & change consulting. I focus on contributing to projects where my expertise delivers significant value to a client, and which are meaningful to me.

ASG GROUP– 03/2021 – 12/2022

Principal Consultant – Experience Design & Change Management

ASG helps customers realise their vision, deliver on their mission, and achieve or exceed their business objectives. We do this through the excellence and experience of our people, the maturity and agility of our processes, and the best of available technology.

In this role I led a team of HCD specialists and Change professionals offering:

- Innovation and design consulting
- Human-led transformation strategy development and execution
- Strategic design
- Service design
- CX & EX Design
- Design Research
- HCD, Innovation & Change capability uplift

DATACOM CONNECT – 02/2020 – 12/2020

Strategic Business Design Manager & Senior Consultant Innovation & Design

Providing Consulting services to Datacom Connect clients:

- Solution design that incorporates leading edge technology, customer & employee experience innovation and design thinking concepts and techniques
- Stakeholder engagement and relationship management.
- Build, lead, and grow a sustainable consulting process.
- Design and deployment of experience roadmaps and service design blueprints.

TELSTRA PURPLE – 03/2018 – 02/2020

Senior Consultant Innovation & Design

As a lead consultant, I delivered specialist consulting to mid-market, government, and large enterprise customers, helping them to shape, design and deliver human-led innovation. Key deliverables:

- Innovation and design consulting
- Human-led digital transformation strategy development and execution
- Employee, customer, and stakeholder experience including design research, value proposition creation, service design, UX/UI governance, capability building in design thinking, VoC and VoE program design and evaluation.
- Leading and collaborating with internal and external design/innovation/technology consultants to deliver desirable, feasible and viable outcomes for clients, to the highest quality.

EML – 06/2017 – 12/2017

Customer Experience Manager

In this role I led the Customer Experience team, advising on internal capability building in Human-Centered Design, and Voice of the Customer/Employee strategy program design and implementation. The CX team also collaborated deeply with icare 's design team in the design, delivery and evaluation of the new icare return to work model in NSW. Key deliverables:

- Driving measurable change for customers through the creation and delivery of EML's customer strategy
- Leading the CX team in designing and delivering capability building in Human-Centered Design within EML.

- Leading the Voice of the Customer strategy and supporting the Voice of Employee strategy in partnership with People leaders.
- Establishing a Customer Innovation Centre to ensure constant listening to customers and designing solutions to improve their experience.

BUPA Australia and New Zealand - 10/2016 – 06/2017 – Maternity leave role

Experience Design Manager

I provided a best practice, strategically focused direction to support agile decision making and the delivery of an exceptional Bupa customer and employee experience. Key deliverables:

- Lead the design, development, and implementation of the Bupa Value Proposition by working in a collaborative and agile way with Executive sponsors, project working groups, stream leads, consumers and Bupa people to deliver key signature experiences that will drive love for Bupa.
- Support the health insurance, health services and aged care business units in developing robust and best practice customer experience and employee initiatives and programs.
- Leading an internal "Centre of excellence" for frontline teams and operational CX/EX practitioners throughout Bupa, by aligning consistent design tools and capability building with best practice methodology.

SILVERCHAIN GROUP - 11/2014 – 09/2016

Consumer Experience Partner

As part of the Innovation, Excellence and Value team, my role was to champion internally on behalf of consumers and the community, to ensure their needs and values are understood, that the voice of the consumer actively informs decision making in key areas of the business, and that systems are in place to support consumer and community partnership. Key deliverables:

- Provide recommendations on consumer experience to ensure all levels of the organisation understand the value of consumer engagement and CX.
- Manage, lead, advise and support consumer experience and engagement planning to ensure the consumer voice informs organisational culture, strategy, training, services, processes, and policies.
- Design, implement and manage CX measurement systems, and VoC tools and methods.
- Lead, plan, develop and co-ordinate designated consumer research activities.

MEDIBANK – 10/2007 to 10/2014.

Various positions leading business development teams across retail, corporate, and other frontline services, in addition to specific experience design roles.

Customer Experience Consultant – Strategic Projects

Project "WOW" – Strategic Design

- Collaboration with an internal stakeholder team and external consultants through scoping, design and invention phases of the project.
- Design of research protocols and questionnaires and delivery of 1:1 interviews with health consumers, staff and senior health sector and government stakeholders
- Syntheses of research data into high level strategic outtakes and formal contribution to research showcases to internal stakeholders, the CEO & Board

Customer Experience Consultant – Strategic Projects

Project “ Mi-Health” – Service Design

Leading the design and creation of new health and support services and the development of existing ones on behalf of Medibank’s 3 million members by providing an overarching customer experience voice.

- Consumer research, identification of customer experience design gaps and co-designing solutions in collaboration with operational leads and internal stakeholders across clinical, people and culture, provider relations, marketing, digital and online, change management, legal and L& D.
- Iteration of services with consumers and external providers prior to final phase of release and the guiding of implementation of new processes via contribution to and review of frontline staff training materials and tools. Design of Voice of the Customer processes.
- Review of internal and external marketing and communications prior to release, and evaluation of services post launch via quantitative and qualitative data review obtained by UX metrics, feedback and complaints data, and consumer research.

Education & certifications

Doctor of Public Health (Digital Health Design), Flinders University, 2022

Graduate Certificate, Health Consumer & Community Engagement, Health Issues Centre, 2015

Master of Public Health, Monash University, 2013

Graduate Diploma, Health Economics & Policy, Monash University, 2012

Master of Business Administration, Marketing, University of Tasmania, 1998

BA (Hons), University of Adelaide, 1988

PROSCI

Prosci Certified Change Practitioner

Issued May 2022

LUMA Institute

LUMA Certified Practitioner of Human-Centered Design

Issued December 2022

Telstra

Agile Essentials 2019

Leading Transformation 2019

Design Thinking Masterclass 2018