

PROFILE

SEAN BURKE-GAFFNEY



Sean envisions the day when digital technology becomes the invisible hand that connects people and brands through intuitive experiences.


A graduate with Distinction of [CMTou](#) - an exclusive executive MBA-style learning course focused on driving radical change in the digital space, Sean is a charismatic, results-oriented leader whose passion is tempered and disciplined by a focus on shipping product. He builds trust and loyalty by inspiring people to produce great work and is known for building teams that work extraordinarily well together.

An expert in the digital space, he is eminently resourceful, generating pragmatic ideas for solving business problems. Sean is effective at influencing people and an ace at stakeholder management. He is a scrappy innovator, yet understands scale and complexity in systems, organisations and culture.


Living at the intersection of story and technology, Sean sees around corners, paints the big picture and 'gets' marketers and ad types. Sean helps make decisions that serve tactical needs whilst aligning to evolving business strategies. In the Digital space, from systems architecture to middle-ware API and experience design for today's mobile world, Sean has years of expertise with the triumphs and battle scars to show.

Charisma. Leadership. Gravitas. Business acumen. Grace under pressure. This is Sean.



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HIGHLIGHTS

DIGITAL & ARCHITECTURE

LEADERSHIP & STRATEGY

MARKETING TECHNOLOGY

PRODUCT OWNERSHIP

WEB & MOBILE APPS

CLOUD & CONTAINERS

CUSTOMER EXPERIENCE

SERVICE DESIGN

TOOLS & METHODS

WORK HISTORY

SEAN BURKE-GAFFNEY



THE STAR ENTERTAINMENT GROUP

The Star Entertainment Group (ASX SEG formerly known as Echo Entertainment Group) is an ASX 100 listed company that owns and operates The Star Sydney, The Star Gold Coast and Treasury Brisbane.

DEVELOPMENT MANAGER - DIGITAL *Sydney, Australia January 2018 - February 2019*

Accountable for development and delivery of all digital products for Star Entertainment Group, Sean built up a team of 12 direct reports and led them to create compelling digital experiences for Australia's leading integrated resort. Catering to an international audience, the digital team connects a complex set of Gaming and Marketing technologies converged via a common set of interfaces and APIs.

Key Highlights:

- First ever clienttelling app for Premium Guest Executives
- World class mobile application for loyalty program The Star Club
- Built the team from 2 to 12 people, with integrated DevOps
- Established performance budgets and benchmarks for all Web and Mobile applications



TECHNOLOGY SKILLS

HTML/ CSS
REACT / NODE / JQUERY
PYTHON / PHP
CLOUD / AWS / GCP
DEV OPS / CI / CD
LINUX / COMMAND LINE
AEM / SITECORE
MARKETING CLOUD
DRUPAL / WORDPRESS
MAGENTO / HYBRIS



AWARDS

CMTO -
DISTINCTION
Sapient CMTOu
2016

WORK HISTORY

SEAN BURKE-GAFFNEY



publicis
sapient

2012 -2018

Publicis Sapient, the Digital Business Transformation hub of Publicis Groupe, is purpose-built to help clients reimagine their business for the digital age, helping ensure what they do has a material impact on their business performance and the experience of their customers.

SENIOR DIRECTOR TECHNOLOGY

Singapore / July 2016 - January 2018

Formerly SapientRazorfish Singapore, Sean was technology lead for the region and held strategic ownership of key enterprise technology partnerships (Adobe, SAP Hybris, Rackspace, AWS, Sitecore). Sean built and led a team of front end architects that integrated with global delivery teams on key client engagements.

Key Highlights

- Initiated and managed new processes and tooling for Agile development (Scrum), LeanUX, DevOps (Atlassian tools), Cloud services (AWS, GCP)
- Set up and managed low-cost near-shore delivery model for development of applications at scale.
- Represented trending technology POV via regular speaking engagements at industry, partner and internal events as well as via trade publications and media relations
- Created an experimentation lab focused primarily on physical computing: in-venue technologies, sensors, mobile services, IoT. Included hosting hackathons, innovation summits and developer outreach campaigns
- Technology lead for Bronze Lion Winner Desperados Art Hack <https://vimeo.com/213737185>
- Technology lead for Tiger's 3890Tigers campaign. [Save the Tigers](#)



CLIENTS

UNILEVER

TELKOMSEL

SINGAPORE ART MUSEUM

PORTER AIRLINES

NORWEGIAN CRUISE LINES

METLIFE

LOBLAW COMPANIES LIMITED

HSBC

HOLT-RENFREW

HARLEY-DAVIDSON MOTOR COMPANY

GLOBE TELECOM

GLAXOSMITHKLINE

FONTERRA COOPERATIVE

DISNEY INTERACTIVE

CITI BANK

BCA

BANK OF AMERICA

WORK HISTORY

SEAN BURKE-GAFFNEY

DIRECTOR TECHNOLOGY

Toronto, Canada / January 2012 - July 2015

Formerly SapientNitro, Sean held strategic relationships with vendors and clients for the experience technology practice. Sean was the key technology lead for a global motorcycle brand during this tenure. Led a team in re-platforming, migrating a Digital Marketing Platform and redesigning a major brand website in a record time of 3 months. Delivered leading edge mobile app for the motorcycle brand using geo location and mapping technologies. Transformed a client's internal web systems (intranet) using state of the art WCM platform (AEM).

VP TECHNOLOGY

*henderson bas kohn
Toronto, Canada / July 2010 - January 2012*

Leading development for Marketing websites and mobile apps at a boutique agency in Toronto Ontario. Clients included Coca-Cola, Porter Airlines, Kraft Canada and Molson Brewery. Helped solidify technology infrastructure and implemented early-stage DevOps process. Led and orchestrated the move to GSUITE for corporate email system.

DIRECTOR TECHNOLOGY

*Organic Inc.
Toronto, Canada / January 2009 - July 2010*

Updated methodologies and processes that supported environment of constant change (first iteration of continuous improvement) and took on technical leadership of the Toronto office. Focused team of developers and improved efficiency 45% and lowered failure rate to 1%. Exceeded marketing targets by 52% to reach, capture, and renew audiences. Highlight: innovative use of the Twitter API in a campaign for Nike during the 2010 winter Olympics.



VERTICALS

- FINANCIAL SERVICES
- FMCG
- AIRLINE & TRAVEL
- ENTERTAINMENT & LEISURE
- GAMING
- AUTOMOTIVE
- DUTY FREE STORES



EDUCATION

BACHELOR OF SCIENCE
magna cum laude
DeVry University - Phoenix,AZ



REFERENCES

ON REQUEST