

SALLY WOOLSTON

SR PROJECT MANAGER • PROGRAM OPERATIONS

sally_woolston@icloud.com

Senior Project Manager with 10+ years of experience leading large-scale, cross-functional transformation programs for global brands in technology, finance, and consumer sectors. Skilled in orchestrating complex stakeholder networks, embedding governance frameworks, and managing change initiatives from strategy through adoption. Known for driving clarity, alignment, and measurable outcomes across distributed teams.

CORE SKILLS

Project & Program Leadership • Change Management • Stakeholder Engagement • Agile Delivery • Governance & Process Design • Risk & Dependency Management • Cross-Functional Collaboration • Communication & Adoption Strategy • AI Agent Team workflow

PROFESSIONAL EXPERIENCE

Sr. Project Manager, AKQA

[NL] Sept 2023 - current

Global Clients include Toyota & Lexus Europe, CocaCola, Atradius, FACEIT, Nike.

Lead complex, multi-market programs across digital transformation, brand experience, and growth strategy, bridging product, creative, and operational workstreams to deliver measurable business outcomes.

- Led Foodmarks3.0 for Coca-Cola, a global pilot program delivering end-to-end from campaign strategy and platform design through to development, localised GTM plans, and multi-market activation.
- Directed a €2M+ program portfolio spanning marketing transformation, content systems, and digital experience design for Toyota & Lexus Europe - establishing governance structures and consistent delivery frameworks across markets.
- Spearheaded FACEIT's global rebrand and product launch, integrating creative strategy and operational rollout to enhance audience engagement and streamline asset deployment.
- Delivered a 30+ market website redesign for Atradius, introducing accessibility, technical SEO, and QA frameworks that elevated site performance and compliance standards.
- Developed a strategic growth roadmap for Vintage Cash Cow, identifying operational and audience levers projected to scale turnover from €40M to €90M.
- Standardised delivery reporting and cross-functional communication practices, strengthening transparency between creative, technology, and executive stakeholders within the AKQA studio.

Project Manager, .monks

[UK/NL] Sept 2020 - Sept 2023

Global Clients include Starbucks, AkzoNobel, Olympics Broadcasting Services, HP

Owned delivery of global-scale digital and operational transformation programs across multiple business functions.

- Drove multi-stream, \$5M+ global program for Starbucks, aligning People, Product, and Tech workstreams across 20+ markets. Delivered consistent rollout frameworks and performance dashboards for executive reporting.
- Spearheaded process governance and release frameworks for AkzoNobel's global platform migration—launching 250+ localized sites while embedding QA and release management standards.
- Embedded continuous improvement cycles (retrospectives, KPI tracking) to strengthen delivery outcomes and stakeholder satisfaction.
- Coordinated distributed teams across Product, IT, and Operations to maintain cross-functional alignment during high-pressure live events (Olympics).

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Project Manager, NZIME

[UK] Dec 2018 - Sept 2020

Managed cross-functional digital campaigns and platform redesigns for financial and consumer clients.

- Introduced delivery workflows that increased project throughput by 25% through clearer intake and prioritization.
- Supported leadership in optimizing resourcing and reporting across teams to improve operational visibility.

Project Manager, Arthur J. Gallagher

[UK] June 2015 - Dec 2018

Led Agile ceremonies and managed delivery of a custom insurance quote engine, integrating back-end systems via API.

- Implemented sprint-based delivery and stakeholder alignment sessions between Engineering, Legal, and Product functions.
- Drove release planning and deployment oversight, maintaining governance documentation and risk registers.

EDUCATION AND QUALIFICATIONS

Professional Qualifications

Certified Scrum Master (PSPO 1), Elements of AI (university of Helsinki), AI Ethics for Beginners

NCN High Pavement, A Levels

A grade: Media Studies, Film Studies, English literature, Psychology