



Edin Mustajbegovic

Strategy - Management - Technology | **Consultant**
Enterprise - Software | **Architect - Engineer**
Founder

ABOUT ME

My 25+ year career has seen me grow up as a software engineer and mature into a management consultant. My focus is developing a set of new management practices for the 21st century by applying systems thinking principles to the business landscape. I specialize in developing agile business strategies and operating frameworks that can adapt to the ever-changing business environment. My expertise in both software engineering and management consulting allows me to craft solutions that are finely attuned to the needs of businesses, from nurturing startups to revitalizing established enterprises.

EXPERIENCE

ROLES

Strategic Advisor
Management Consultant
CIO / CTO
Digital Transformation Leader
Enterprise Architect
Software Architect
Product Leader
Software Engineer / Lead

Experience (Years)

5+ 10+ 20+

CAPABILITIES

Business Strategy Development
Technology Strategy Development
Strategic Planning & Roadmaps
Investment & Budget Planning
Operating Model Design
Transformation Management
Team Leadership
Product Management
Software Product Design & Build
Business Analysis
User and Service Experience Design
Software Engineering
Data Engineering

Experience (Years)

5+ 10+ 20+

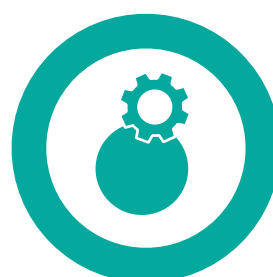
ENGAGEMENT

Board / Director
Executive
Senior Management

INDUSTRIES



Software



Consulting



Mining



Energy



Non-for-profit



Government



Realestate



Education

TIMELINE (LAST DECADE OR SO)

LEGEND: Client Company Initiative / Project Role(s) Highest Engagement Capabilitie(s)





RECENT CASE STUDIES

Implementing Scenario Planning Approach for Global IT and Technology Strategy

Global Scenario Planning and Strategy Development
Technology Strategy Development (Australia)

Shell

2021 - 2024

Strategic Advisor

Management Consultant

Executive

Business Strategy Development

Technology Strategy Development

Operating Model Design

Business Analysis

Investment & Budget Planning

As a Management Consultant, I played a pivotal role in integrating Shell Australia’s IT and Technology operations across Australia. My responsibilities included developing an **integrated technology strategy and operating model** that would balance local business needs with global initiatives and investments. To address diverse scenarios affecting multiple business units, **I developed** a flexible approach and **a robust scenario planning methodology** that ranged from lean cost reduction measures to accelerated technology adoption.

Collaborating closely with Shell’s Australia IT and Technology leadership, we crafted a strategy that was unanimously accepted across regional businesses. **This initiative's success led to its adoption as the standard approach for all IT and technology strategies and roadmaps within Shell's global portfolio.** Furthermore, I provided ongoing advisory services to other regions and businesses, ensuring the seamless implementation of this acclaimed approach beyond the initial Australian integration.

As a Management Consultant at Shell, I demonstrated a steadfast commitment to driving innovation and facilitating collaborative solutions that transcend geographical boundaries. My contributions optimised Shell’s operations within Australia and established a blueprint for effective technology management on a global scale, reflecting my dedication to shaping the future of management in the 21st century.

Establishing a new venture to disrupt the mining industry

Business Strategy Development
Acquisition Due diligence & Post Acquisition Strategy
Business & Product Strategy Development
Future, Trends and Investment Analysis

idoba

SANDPIT

Perenti

2020 - 2021

Strategic Advisor

Management Consultant

Board / Director

Business Strategy Development

Technology Strategy Development

Strategic Planning & Roadmaps

Investment & Budget Planning

Business Analysis

Product Management

I played a key role as an advisor in the creation of Perenti Group's digital technology venture by acquiring Sandpit Innovation, a management consulting company. My brief was to generate innovative ideas that could transform the mining services industry by **using systems thinking approaches to identify significant gaps in technology investment perception.**

To turn these unconventional ideas into actionable strategies, I collaborated closely with new venture executives and the Perenti board to develop a practical business plan for the new venture. A critical component of this strategy was expanding the entity through **strategic acquisitions**, and I played a **crucial role in the due diligence process for potential targets.**

My innovative approach went beyond technological advancements. I introduced a collaborative operating model for Idoba, the entity formed from the merger of Sandpit Innovation and Optika Solutions. This transformative approach **replaced traditional hierarchical structures with an agile ecosystem of innovative teams**, fostering adaptability and innovation.

My contributions continued beyond the acquisition phase, including developing a **comprehensive product strategy** essential to securing approval from the Perenti Board. Throughout the evolution of Idoba, I **provided strategic guidance**, shaping the trajectory of its business strategy and reinforcing its position as a dynamic force in the mining services sector.

Establishing IT as a strategic enabler

Strategy Development, Team Development, Strategic Recruiting

MSWA

2023

Management Consultant

Board / Director

Technology Strategy Development

Team Leadership

Operating Model Design

As an **interim Chief Information Officer (CIO)** at MSWA, I oversaw the transformation of the organisation's digital infrastructure and investment in new customer management and care platforms. My task was to revitalise the IT strategies following a significant period of underinvestment. I worked closely with the newly appointed CEO to align IT initiatives with the organisation's future-focused strategy. Managing diverse IT teams, **I conducted a comprehensive review of the IT landscape and executed a thorough cyber security and privacy risk assessment.**

Focusing on strategic alignment, I created and **implemented a new IT strategy** to help support and enhance MSWA's long-term goals. I also **developed a roadmap for technological advancement and designed an agile operating model** to facilitate its execution. Throughout the process, I regularly engaged with the MSWA Board and Executive Leadership Teams, ensuring transparent communication and securing endorsement for pivotal decisions.

The board's successful endorsement of the IT strategy was a significant milestone, paving the way for implementing a new IT operating model. Furthermore, the recruitment process resulted in the appointment of a new permanent CIO who is positioned to take MSWA's technological evolution forward. My contributions reflect my unwavering commitment to leveraging technology as a catalyst for organisational growth and resilience in a rapidly changing landscape.

How to build the largest Iron Ore hub with an Integrated Team and Digital Technology

Technology Strategy and Portfolio Development, Planning & Governance

Capital Project Operating Model Design

BHP

FLUOR

2018-2019

Management Consultant

Senior Management

Technology Strategy Development

Strategic Planning & Roadmaps

Transformation Management

Business Analysis

During my involvement in BHP's iron ore mining project (South Flank), which was done in partnership with Fluor, I played a key role in establishing an Integrated Project Team that brought together the expertise of both organisations. Given the complexity of BHP's operations, my primary objective was to work with the project director to design an operating model and framework that would seamlessly integrate the Integrated Project Team with BHP's broader functions.

Through strategic planning and collaboration, we implemented a cohesive operating model that unified various partners and BHP operations into a streamlined project plan. Furthermore, I developed a simplified project brief that effectively communicated the program's governance structure, scope, and roadmap, ensuring alignment and clarity across stakeholders.

To enhance project operations' efficiency, I led the development of a digital strategy built on the operating model's foundation. This strategy leveraged digital technologies to optimise planning, collaboration, and governance processes within the newly established operating model, thus paving the way for improved project performance and outcomes.

WE HAVE TO TALK ABOUT STARTUPS

With a career spanning over two decades, I've cultivated a deep-rooted passion for startups and innovative ventures. **My journey commenced in the late 1990s with Digital Wizards**, where we worked on crafting **Western Australia's first e-commerce website** and **developing several products** that were analogous to today's mainstays such as Google Maps, MailChimp and WordPress.

This formative experience instilled within me a profound appreciation for the dynamism and creativity inherent in startup environments. The thrill of conceptualising and constructing products that resonate with users ignited my enduring love affair with the startup ecosystem.

In **2007**, a vision to revolutionise enterprise resource planning (ERP) systems led me into entrepreneurship, and I **founded my first startup**, Beyond42. Although this venture did not attain the envisioned success, the invaluable lessons gleaned proved instrumental in shaping my subsequent endeavours.

In 2011, I joined **Journey One, a startup consultancy**, where I contributed to the establishment and expansion of their Management Consulting practice.

In 2017, I founded **Action Twelve**, a consulting firm, leveraging my experience from diverse professional engagements.

I am a management consultant and software engineer with a passion for startups. I am currently developing a product that integrates social networks, complexity science, and AI to revolutionize team relationship management.

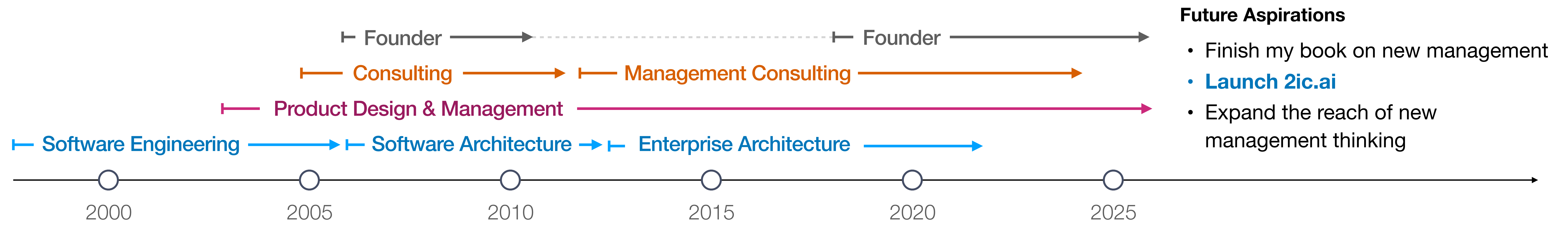
As a software engineer and consultant, I am committed to innovation and creating software solutions. My dual identity reflects my dedication to the ever-evolving world of startups, where I aim to push boundaries and create meaningful change.

My new startup is called 2ic.ai.



Edin Mustajbegovic

CAREER TRAJECTORY



Future Aspirations

- Finish my book on new management
- Launch 2ic.ai
- Expand the reach of new management thinking

EMPLOYMENT HISTORY

Action Twelve - **Founder / CEO** - 2017 to Present



As an entrepreneur and consultant, I have embarked on a journey to redefine the landscape of management practices. I founded my consulting venture with the aim of anticipating and **shaping the future of management**.

I have collaborated with renowned industry giants such as BHP, Shell, Rio-Tinto, and FMG and contributed my **expertise to diverse projects**, ranging from monumental **multi-billion-dollar capital investments to nurturing nascent startups**. My role extends beyond conventional consultancy, as I **craft innovative workshops and immersive one-day programs** tailored to expedite the assimilation of cutting-edge management paradigms.

My future at Action Twelve will continue to focus on the future of management and the **development of innovative software products** to help teams transition from a top-down command and control paradigm into a complex science-informed ecosystem of teams capable of tackling critical challenges such as climate change.

Keystone Achievements

- Founded a new company
- Attracted a diverse set of clients, from large enterprises and multi-billion capital projects to startups
- Developed new frameworks and approaches to management practices
- Working on and investing in a software product

BHP - **Digital Transformation** - 2015 to 2017



After a successful career as a management consultant, I was offered to **lead digital transformation efforts at one of Australia's top organisations**. This role gave me a unique perspective, allowing me to witness digital transformation from the inside out. In two years, I went from overseeing the digital transformation of Iron Ore, BHP's flagship business, **to designing and leading a comprehensive operating model for digital transformation across the entire organisation**.

- An innovative platform-based strategy that was the foundation for over \$1 billion of annual IT spending.
- Implemented global operating model for digital transformation
- Founded and established BHP's first innovation mine

Journey One - **Management Consultant / Capability Lead** - 2011 to 2015



I joined Journey One when it was still a new startup and had the opportunity to work closely with the company's key clients to understand their unique challenges and objectives. As a capability lead, I played a crucial role in **shaping the management consulting and enterprise architecture practices of the organization**. It was my responsibility to design custom methodologies for each client engagement, ensuring that we provided effective and holistic solutions tailored to their specific needs. I also took on the role of a **coach and mentor to fellow consultants**, helping them to excel in their respective roles. Through these efforts, I contributed to the growth and success of Journey One and built a high-performing team that was dedicated to delivering remarkable results to our clients.

- Maintained and grew their core client base
- Developed innovative approaches to management consulting and strategy development
- Maintained exceptional client feedback and value delivery

Beyond 42 - **Co-Founder / CTO** - 2007 to 2011



- Responsible for full product management and lifecycle.

Bright People Technologies - **Software Architect (Freelance)** - 2010



- Introduced modern App Dev practices and coaching

Ajilon - **Software Architect** - 2010



- Developed operational data management platform

Service, Technology & Admin Department of NSW Government - **Consultant** - 2009 to 2010



- Review and advise on UX and W3C standards across government data sharing web assets.

Mainfram Innovations - **Freelance Consultant** - 2006 to 2010

- Designed and developed a custom Manufacturing Management System for a factory

DSC-IT - **Team Lead** - 2006 to 2010



- Designed and built Australia's first Environmental Sustainability management Platform.

Curriculum Council of WA / Ross Logic - **Lead Architect** - 2004 to 2006



- Designed & developed WA state-wide Student Information Management System still in use today.

Spherion Technology Solutions - **Software Architect** - 2003 to 2004



- Responsible for full product management and lifecycle.

Pivot Technologies - **Software Team Lead** - 2002 to 2003

- Designed and developed building mgmt. and automation products while leading a team of engineers

Imago Multimedia - **Product Lead** - 2001 to 2002

- Developed WA's first map based land portal

Digital Wizards - **Product Lead** - 1999 to 2001

- Designed and developed several web-based products.