

PROFILE

A versatile professional with extensive experience working in a variety of Project, Change, Business Analyst and Training enterprise digital transformation programs across the public and private sectors including Policing, NHS, Local Government, Higher Education, Utilities, Banking and Private Manufacturing arenas. Proven ability to translate complex systems into implementation and transformation based projects, practical analytical data, user-focused learning whilst driving measurable improvements in adoption, productivity, operational performance and combining strong technical knowledge with a background in consultancy across programs worth up to £42m.

I am known for my adaptability, communication skills and commitment to excellence and ensure organisations stay compliant, informed and equipped to manage transformation effectively in complex, multi-sector environments and bring a wealth of experience and a results-driven mindset that adds value to any team.

CORE SKILLS

- Project and Training Scheduling
- Business Analyst/Architect needs analysis and resource optimization/Training Needs Analysis & MI Reporting
- Dynamics 365 CRM configuration, training, adoption and user support
- Electronic Patient record (EPR) Implementation & Transition: Meditech, Lorenzo, iSoft
- Project Support, Coordinate and Delivery (PRINCE2)
- ADKAR Change Management business model
- ADDIE Instructional Design training model
- Stakeholder Engagement & Business Process Mapping
- UAT Planning, Coordination & Execution
- Digital Learning Design such as video training tutorials using Camtasia, Adobe Captivate and Articulate 360
- Documentation SOPs, Process Maps, RAID, Dashboards, User Guides, Training Plans
- Cross-sector experience with the NHS, Police, Higher Education, Banking and Manufacturing
- Held Security clearance at SC/MV/NVVP and BPSS levels

KEY ACHIEVEMENTS

- **Yorkshire Water (2026) - SAP S4 HANA & SUCCESS FACTORS:** Provided skills in Business Analyst/Architect to realise needs analysis and resource optimisation for several processes using Excel workbooks with SAP Success Factors resulting in reducing resource manual intervention of up to 80%.
- **Yorkshire Water (2025) - Microsoft Dynamics 365 CRM & SAP S4 HANA:** Led the design, creation and development of real-time recording and reporting processes and relevant documentation of an enterprise-wide training needs framework supporting over 1,800 users for a Dynamics 365 CRM and SAP S/4HANA program enabling complete real-time monitoring of training requirements planning activities supporting decision making and rollout planning management information.
- **Barratt Redrow (2024) - Dynamics 365 CRM Implementation:** Delivered end-user training and support for a customised Dynamics 365 CRM platform, producing lesson plans, quick reference guides and video tutorials. Provided hyper care support to sales teams via online, workshops/drop-in centres ensuring smooth adoption.
- **Solent University (2023) - Process and Knowledge Base Transformation:** Led and managed system support and change backlog for a university-wide student records system, streamlined change request processes using JIRA, chaired CAB meetings and restructured and optimised Confluence knowledge base which updated over 25% of content usability.
- **Lincoln and York Ltd (2022) - ERP/MRP System Deployment:** Defined and documented 8 core change request processes to support ERP/MRP implementation and managed RFC's within backlog to ensure alignment with project goals.
- **North Yorkshire Police (2020) – Digital Content Creation:**
 - Through COVID, improved police response times in excess of 55% by producing a new communications portal between police and the public.
 - Resolved 2 systems that reduced cost and resource effectiveness whilst improving communications for public interviews with court attendance requirements.
 - Created 150+ training user guides and bite-sized video training tutorials using MS Word and Camtasia respectively.
 - Developed and produced a video marketing recruitment campaign delivering responses exceeding 114% of target.
- **Chesterfield Royal Hospital (2017) – Blended Learning System:** Created and implemented a bespoke eLearning blended training system for 1000+ Clinicians.
- **East Midlands Radiology Consortium (EMRAD) (2016) – Change Management Data System:** As part of a £30m cost saving program across 7 NHS trust in the East Midlands region, I created and implemented a Change Management data system for recording and reporting all Change Management activities resulting in providing key management data for performance analysis against project objectives and milestones and improved productivity by 80%.
- **Sheffield Teaching Hospital (2015) - Training Planning:** As Training Lead, created a new system which streamlined the ability for staff to find the nominated training locations which improved time and training efficiencies of 62%.

- **Rotherham General Hospital (2012):**

- **Training role:** Developed and delivered the Componentization of 14 Meditech patient management software training modules; Structured User Acceptance Testing (UAT) requirements using Needs Analysis methodologies.
- **Project Management role:** With a budget of £1.8m, successfully upgraded 2500 items of IT hardware kit in support of a £42m patient management system; Corrected label printer issues which involved time critical communications and work scheduling collaborating internal stakeholders and external contractors; Implemented better network modifications for out-patients dept.

PROFESSIONAL EXPERIENCE**Project Scheduler/Business Analyst (Business Architecture) – SAP S4 HANA & Success Factors***Yorkshire Water(Contract) | May 2026 – Jun 2026*

- Head hunted and re-engaged by Yorkshire Water to establish and manage enterprise training schedule requirements, coordinating resource planning and delivery activity across a team of 20 trainers supporting the Cleanwater transformation programme.
- Worked within the Academy Hub to analyse and improve training resource allocation processes, identifying opportunities to replace manual spreadsheet-based management with more efficient SAP SuccessFactors enabled processes and improved data visibility.
- Supported the Business Change function through detailed role analysis, stakeholder engagement and data gathering to define accurate business job profiles, supporting organisational readiness and transformation alignment.
- Applied business analysis techniques including process review, requirements gathering and stakeholder collaboration to support successful SAP S/4HANA transformation activities.
- Once again, contract ended prematurely due to changes in project parameters.

Systems Trainer – Microsoft Dynamics 365 CRM & SAP S4 HANA*Yorkshire Water(Contract) | Nov 2025 – January 2026*

- Using the ADDIE model, analysing, designing and developing training requirements and support materials.
- As part of the Training Needs Analysis process I Led the design, creation and development of real-time recording and reporting processes and relevant documentation.
- Deliver training for customised Dynamics 365 CRM & SAP S4 Hana platform across 1800 staff.
- Extensive engagement collaboration and support with key stakeholders.
- Contract ended prematurely due to changes in project parameters.

IT Trainer – Microsoft Dynamics 365 CRM*Barratt Redrow (Contract) | Oct 2024 – Dec 2024*

- Delivered training for customised Dynamics 365 CRM platform.
- Created training and adoption materials (video tutorials with Camtasia, quick guides).
- Provided hyper care support post-implementation.

Student System Training Manager*Solent University (Contract) | Aug 2023 – Mar 2024*

- Led the system support and change management backlog for the 'SITS' student record system.
- Supported leadership in driving adoption and change through chairing CAB meetings, triaging and prioritised change.
- Led the design and restructure of the organisations knowledge base using Confluence software, boosting usability.

Application/Technical Trainer*Medilogik Ltd (Contract) | Dec 2022 – Mar 2023*

- Developed bite-sized digital training tutorials for bespoke Endoscopy software.
- Updated and improved user guides and storyboards for improved adoption.

Project Co-ordinator – ERP/MRP Implementation*Lincoln and York Ltd (Contract) | Aug 2022 – Dec 2022*

- Designed key workflow processes to track and manage ERP/MRP change requests.

Education and Development Officer*NHS Digital (Contract) | Sept 2021 – May 2022*

- Designed and delivered MS Office 365 application blended learning requirements for NHS digital product adoption.

Project Improvement Support Officer*College of Policing (Contract) | Jan 2021 – Aug 2021*

- Redefined change processes to improve recruitment workflows.
- Unified project support using key tools and techniques, such as Prince2 methodologies, for 2 key projects.

JASON HAWLEY

TEL: 07804 019918

E-MAIL: jason@img-innovations.co.uk

LINKEDIN: <https://www.linkedin.com/in/jason-hawley-54a41722/>

WEB: www.img-innovations.co.uk

Digital Content Creator

North Yorkshire Police (Contract) | Nov 2019 – Oct 2020

- Created 150+ training user guides and bite-sized video training tutorials
- Designed and produced a Training Officer recruitment campaign using video marketing which exceeded targets by 114%.

Earlier career includes IT training, project support, and change roles in NHS trusts, banking, higher education, manufacturing, and public sector organisations.

QUALIFICATIONS/CERTIFICATES

- Microsoft Power BI Desktop for Business Intelligence <https://www.udemy.com/certificate/UC-41db6f44-5ead-49f0-8da3-6b45e78a7dfa/>
- PRINCE2 Project Management Foundation (License P2R/761228)
- Diploma in Change Management (License AC-849-6998476)
- SAP ERP Essential Training - <https://lnkd.in/gR-R6fwz>
- Learning Microsoft Dynamics 365 - <https://lnkd.in/eX7WEajM>
- Institute Certified Training Practitioner accreditation (77623)

TECHNOLOGY & TOOLS

- Power BI Desktop
- Dynamics 365 CRM (VertiGIS – Geographical Information System) & SAP S4 Hana (SSAM – SAP Service Asset Manager)
- SAP Success Factors
- Electronic Patient Record Systems such as Lorenzo, iSoft, Meditech,
- Microsoft 365 Suite (Teams, Word, Excel, PowerPoint, Planner, OneNote, Forms and Project)
- JIRA / Trello / Confluence / SharePoint (Basic)
- Camtasia / Adobe Captivate / Articulate 360

EXPERIENCE NOTE – In depth career experience is available on request or via my LinkedIn profile.