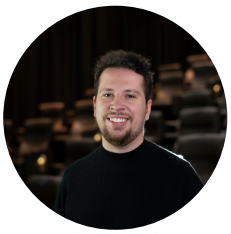
Brent Deayton

I build practical systems that solve messy business problems.

BRENTDEAYTON.COM



PROFILE

I work across technology, operations, and organisational capability, usually in situations where the problem is messy, cross-functional, and slowing people down.

My background spans operational leadership, learning and development, organisational design, and business transformation, but the theme across all of it has been the same: I do my best work when I am building practical systems that make things easier.

I am looking for a role where I can go deeper into product, engineering, and systems design while still bringing the commercial judgement, leadership experience, and delivery discipline built across a decade of experience.

SKILLS & CAPABILITIES

Technology

- Build internal products and workflow systems end to end
- Translate problems into practical technical solutions
- Deliver frontend, backend, and integration work with a product mindset

TECHNOLOGY

- Next.js
- TypeScript
- Python
- AWS CDK

CRM & Automation

- Design CRM workflows around real service operations
- Automate manual administration, routing, and reporting
- Use AI and workflow tooling to improve throughput and visibility

TECHNOLOGY

- Power Apps
- Workato
- OpenAI
- Dynamics 365 (CS)

Organisational Capability

- Design capability frameworks, onboarding, and leader enablement
- Align roles, teams, and development pathways to business needs
- Support adoption of new structures, systems, and ways of working

TECHNOLOGY

- Docebo LMS
- Articulate

Operations

- Turn strategy into delivery rhythms, operating models, and execution plans
- Lead cross-functional work spanning people, process, and technology
- Bring commercial discipline and practical decision-making to change programs

TECHNOLOGY

- Power Automate

CAREER HISTORY

Head of Business Transformation
OCT 2025 - PRESENT

Village Cinemas Australia

Lead complex commercial, operational, and technology initiatives across the business, bridging executive strategy with practical implementation across teams.

- Drive business growth, CRM evolution, and go-to-market execution.
- Shape new commercial models and major business initiatives with an execution-first lens.

Organisational Development Manager
JUL 2024 - OCT 2025

Village Cinemas Australia

Combined organisational design, executive coaching, and hands-on digital delivery to remove friction and rebuild capability during a critical recovery period.

- Reduced leadership turnover from 60%+ to 3% through structural and leadership redesign.
- Built CRM and customer feedback platforms that improved guest experience and delivered operational efficiency.

Learning & Development Advisor / Business Partner
JUL 2022 - JUL 2024

Village Cinemas Australia

Designed scalable learning systems, onboarding pathways, and capability frameworks that made development more practical, measurable, and easier to run at scale.

- Implemented enterprise learning infrastructure supporting 5,000+ employees.
- Cut employee turnover by 36% and saved 500+ administration hours annually through automation.

General Manager
JUN 2014 - JUL 2022

Village Cinemas Australia

Built the operational and leadership foundations of my career running a high-volume cinema site with full people, service, and commercial accountability.

- Led 60+ team members through COVID disruption and a new venue concept launch.
- Developed a promotion-ready frontline leadership cohort with a 100% succession outcome.

OTHER TECHNOLOGY

React
Redux
JavaScript
Vite
Tailwind CSS
Node.js
Supabase
Dataverse
DynamoDB
Power Platform
Docebo LMS
Articulate

Additional tools, case studies, and technical demos are available throughout my portfolio.

QUALIFICATIONS

Master of Business Administration
Dec 2023
Victoria University

Certificate IV in Training and Assessment
Jan 2024
Australian Institute of Management

Microsoft PL-400: Power Platform Developer
May 2026
Microsoft