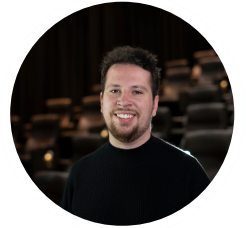


# Brent Deayton

I build practical systems that solve messy business problems.

[BRENTDEAYTON.COM](https://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