

# SCOTT WARD

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A hands-on technology and operations leader focused on building the infrastructure, workflows, and scalable solutions that power fast-paced media and technology businesses. I led cross-agency operations across Medium Rare, Visual Domain and Storyation, building the automation, cloud infrastructure and standardised workflows that replace manual processes, including a finance expense agent that eliminated manual reconciliation and an ETL pipeline that cut a marketing team's reporting time by 90%. With a proven track record of turning tangled systems into streamlined operations, my focus is on standardising workflows, eliminating inefficiencies, and wiring AI and automation into everyday business functions.

## EXPERIENCE

### Operations Lead, Agencies

**News Corp Australia & Medium Rare** | Melbourne | January 2026 - August 2026

- Own and govern the cross-agency operating model across Medium Rare, Visual Domain, and Storyation, standardising core processes across 150+ staff to reduce duplication, improve delivery reliability, and eliminate legacy practices that increase risk or impact margins
- Architect and deploy AI-driven automations and tools, including "Andy", a finance expense agent that automated expense capture and processing end to end, eliminating manual reconciliation and double-entry, and a live ETL analytics pipeline that cut a marketing team's reporting time by 90%
- Lead vendor rationalisation across all agencies, consolidating 30+ vendor contracts down to 15 and renegotiating contracts to deliver a 10% EBITDA improvement
- Partner with senior stakeholders to design and monitor cross-agency KPIs, using data to surface inefficiencies and cut month-end reporting from 3 days to 2 hours per team, saving 30+ days of reporting time each month across 10+ teams
- Champion operational risk governance across three agencies, embedding cybersecurity compliance, responsible AI use and clear escalation structures aligned to enterprise governance frameworks and compliance obligations
- Oversee the structured wind down of legacy agency-level IT and media support models, transitioning hardware ownership, infrastructure support and asset management into NCA, and leading decommissioning of redundant systems and outdated operational practices

### Head of IT

**Visual Domain & News Corp Australia** | Melbourne | April 2024 - January 2026

- Serve on Visual Domain's Senior Leadership Team, acting as the trusted technology voice on infrastructure, data, SaaS and AI decisions
- Founder and leader of the AI Task Force, briefing and delivering AI-enabled automation that reduces manual work, including "Bill", a supplier sourcing pipeline, and other automations that have moved from proof of concept to embedded daily tools
- Lead and mentor a multidisciplinary team across a diverse tech stack (ClickUp, Make.com, Iconik, HubSpot, Power BI, Windows Server Environments and more), developing automations that amplify productivity and managing media assets in on-premise and cloud environments
- Spearhead cost-reduction initiatives saving over \$500,000 by consolidating 20+ legacy tools and renegotiating vendor contracts, improving service delivery and operational efficiency
- Orchestrate the integration of Visual Domain's technology infrastructure into News Corp's enterprise systems, aligning cybersecurity and governance standards across the organisation

## Infrastructure Manager

Visual Domain | Melbourne | January 2018 - April 2024

- Led development and delivery of Visual Domain's proprietary video management platforms (VMS and Client Hub), managing a cross-functional agile team from concept to company-wide adoption, including UX/UI prototyping in Figma and product roadmaps presented to C-suite stakeholders
- Trained hundreds of staff and clients on VMS and Client Hub via group sessions, short tutorials, documentation and in-platform guidance
- Implemented and maintained HubSpot across the business, integrating with the website, marketing strategies, and inbound sales automation
- Developed company-wide reporting using Microsoft Power BI, DAX, PowerQuery, and SQL to support revenue analysis and growth decision-making
- Oversaw on-premise infrastructure across Melbourne and Sydney offices, maintaining data servers with over 500TB of video files shared across 50+ computers

## National Media & Project Manager

Visual Domain | Melbourne | January 2015 - January 2018

- Hiring manager and team lead for Production, Technology, and Marketing teams (40 video editors, 12 camera operators), overseeing 300+ videos weekly while managing Visual Domain's second-largest client, generating \$250K+ in sales for FY17/18
- Led international projects, built a global freelancer database, and pioneered special projects including 360/VR, virtual events, and live streaming

## Earlier Experience (2008-2015)

- Media Coordinator, Visual Domain: Managed Melbourne media server (80TB, 30+ computers) and a library of 50,000+ videos via CDN and cloud services
- Video Editor & MCR Operator, Sportsbrand Media Group: High-volume sports programs and global broadcast operations. Freelance roles: Dubai Duty Free Tennis Championships, Australian Tennis Open, FIBA

## TECHNICAL SKILLS

**Core Competencies:** End-to-end product delivery · AI implementation · Cloud infrastructure · Scope & budget management · Vendor management · Cross-functional stakeholder communication

- **Infrastructure & Cloud:** AWS (S3, RDS, Route53, DynamoDB, Deep Glacier), Google Cloud, MySQL, Windows Server Environments, NAS/SAN, Disaster Recovery & Archival, CDN management
- **Development & Automation:** Make.com, Python, HubSpot CRM, GitHub, Docker, WordPress, Wix, Webflow, REST API integration, workflow automation design
- **Data & Analytics:** Power BI (DAX, PowerQuery), SQL, BigQuery, Google Analytics and Tag Manager
- **AI:** Google Gemini Suite, Claude, OpenAI, OpenCode, OpenClaw, Perplexity, Glean, Custom Autonomous Agents, AI prompt engineering
- **Productivity & Collaboration:** ClickUp, Atlassian Suite, Google Workspace, Microsoft 365, Zoom, Slack, Asana, Monday, Airtable, Wrike
- **Cybersecurity & Compliance:** Vendor security assessment, SOC 2 / ISO 27001 review, cybersecurity governance

## EDUCATION

Advanced Diploma: Screen, Film & Television | NMIT | 2008 - 2009