

Mark Kirkpatrick

(v2.0 2025)

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Profile

Results-oriented leader experienced in formulating digital strategy, initiating, prioritising delivery to meet associated objectives; fostering high-performing teams, and driving innovation. Skilled in communication, collaboration, and agile methodologies. Key roles across Senior and Executive teams; a communicator, comfortable presenting, demonstrating, and networking, leveraging research, data, and analysis to make recommendations. Experienced in instigating and overseeing major programmes of work and leading strategy formulation in change / transformation environments. Mix of private and public sector experience. **Relocating home to Ireland in 2025.**

Skills and abilities

- Proven senior leader, building successful teams
- Excellent management, interpersonal and communication skills
- Strong skills in driving and connecting digital strategy to valued outcomes
- Collaborative, influential in working with business, security, procurement, finance etc. and customer stakeholders

Employment

Statistics New Zealand (NZ) - Senior Manager, Technology Services

(Current role)

Responsibilities

- Part of **Senior Leadership Team** for the Outputs Service Line working with CTO
- Responsible, accountable for critical infrastructure service design (e.g. GDP, CPI) and evolution, with planning, implementing for future needs (e.g. migration to Azure Cloud, extending Cloudflare coverage)
- Leading with other business, programme, project, vendor, and leadership teams on major initiatives including **Census 23** and **Legacy Remediation** programmes
- Driving service line strategy, vision and objectives, through change, using agile methodologies
- Managing, motivating, and developing a multi-disciplinary team (15-20 people)
- Leading engagement with leadership teams across Statistics NZ and partners
- Working closely with Enterprise Architecture, Change, Security and Procurement cohorts
- Accountable for \$3.5 million budget forecasting, planning for OPEX, CAPEX spend

Achievements

- Initiating, design and delivery of the Technology Service Strategy piece
- Managing the transition of a service line, into a new structure with associated change and transformation narratives
- Stabilisation of legacy infrastructure using both vendor and in-house teams
- Initiating AI innovation - e.g. Copilot for engineering efficiencies, feeding into AI

- organisational strategy
- Initiating product mindset thinking, building high-performing culture e.g. via security by design, product Ropu (collectives) etc.
- Rollout of reporting dashboards that help teams monitor and optimise service delivery
- Designing the service line, with new roles (e.g. Technical Lead, Product Owner) to address gaps, support strategic objectives and initiating OKR type metrics
- Driving standards based service design - e.g. accessibility initiatives
- Cost savings review, initiative saving \$200,000 approx per annum

Digital Public Service (DPS) branch at the Department of Internal Affairs (DIA) - various roles

Channels Manager

(01/21 - 09/21)

Responsibilities

- Devising **Channels Strategy** for branch, working with the Deputy Government Chief Digital Officer and team, improving communications and engagement
- Advocating for [the Strategy for a Digital Public Service](#) ensuring team's work align
- Development of identity of the branch unit, promoting awareness, engagement, incorporating Te Reo Maori across key initiatives

Achievements

- Producing the DPS branch Channels Strategy - **Whakameto** - including social strategy, initiating feedback loops via Power BI etc. to inform further design
- Objective Key Result (OKR) development with communications teams
- Initiating Editorial Group - **Rōpū** - and associated forums' for multi-disciplinary teams

Lead Product Owner

(10/19 - 01/21)

Responsibilities

- Leading product teams in roadmap refinement, aligning vision to strategy
- Lead portfolio liaison with the **all-of-government COVID-19 response team**
- Providing advice and recommendations on the strategic direction of portfolio
- Championing design standards to promote quality, inclusive, digital services
- Leading **Digital Government Partnership Innovation Fund** work (multi-million \$ budget)

Achievements

- Delivery with Product Owners of product vision refresh across the portfolio
- Working with Product Owners to increase reach and engagement rates
- Led distribution of approx \$3.5 million to Innovation Fund initiatives
- Working with strategic partners in event rollout (e.g. Hackathons)

Programme / Delivery Manager

(12/15 - 10/19)

Responsibilities

- Work on **future government digital services** including an [All-of-Government Design System](#) - ideating, liaising with wider communities of practice
- Initiating user-centric approach to work from analysis, research to design; budgeting
- Engaging with **international counterparts** sharing knowledge, networking

Achievements

- Delivery of a new Public Sector Intranet, data.govt.nz, replatforming of gazette.govt.nz **using Agile methodologies** (Scrum)
- Reporting, presenting plans and progress to **Senior Leadership Team**
- Initiated business case work for further funding
- Represented DPS at International Service Design Conference in Edinburgh 2019

Other roles

Role	Responsibilities
Digital Communications Manager Ulster University, Belfast, Northern Ireland (NI) (02/14 - 10/15)	<ul style="list-style-type: none"> ● Instilling agile ways of working across the digital team ● Leading on digital strategy and implementing associated policies ● Representing the communications/brand portfolio ● Management of external supplier relationships ● Management of Digital Project Board ● Management of team members - professional development, hiring
	Achievements <ul style="list-style-type: none"> ■ Delivery of the new ulster.ac.uk - Discovery, Alpha, Beta, Live ■ Managing successful design, build and launch of a new intranet ■ Establishment of effective governance to maintain controls with Digital Publishers across distributed teams
Online Manager Danske Bank, Belfast, NI (02/09 - 02/14)	<ul style="list-style-type: none"> ● Responsible for applications with teams in Ireland, UK, Denmark ● Optimising content, improving UX and ultimately conversion rates in online applications (e.g. 26% better conversion via form)
	Achievements <ul style="list-style-type: none"> ■ Rebrand of online platforms across two jurisdictions ■ Developed strategy for online communications, campaigns ■ Introducing agile methodologies to the workplace ■ Produced a Digital Marketing Strategy for Private Banking team ■ Worked across sensitive programmes of work
Senior Information Officer Centre for Cross Border Studies, Armagh, NI (04/07 - 02/09)	<ul style="list-style-type: none"> ● Launched borderpeople.info; the first cross-border online information channel on the island of Ireland ● Developing content of cross border websites (borderireland.info) ● Managing relationships with key government information providers in Dublin and Belfast
Web Editor Housing Rights Service, Belfast, NI (04/06 - 04/07)	<ul style="list-style-type: none"> ● Web and graphic design for award-winning website (e-government award) housingadviceni.org and housingrights.org.uk


- Working with Policy & Communications, writing/editing complex legal online content pertinent to the housing sector

Account Manager

Level Seven Creative,
Belfast, NI

- Working with the Start A Business Programme providing guidance on web marketing solutions to start-ups
- Delivering presentations to new businesses on SEO

Education and Training

<p>Agile leader and SAFe certs awarded 2023-25</p> 	<p>Professional Diploma in Digital Strategy and Planning. Digital Marketing Institute, Certified CDMS-SP. 2019.</p>	<p>ICAgile Certified Professional. Licence 61-8276-f6b928f4-46ad-44a3-be28-6207eb453e. 2017</p>
<p>Professional Diploma in Digital Marketing. Digital Marketing Institute, London, UK. 2013.</p>	<p>PRINCE2 Certified. APMG International, Licence 02378154-02-3V1Q. 2013.</p>	<p>Level 4 Diploma in Management. Chartered Management Institute, Belfast, N. Ireland. 2003.</p>
<p>Post-Graduate Higher National Diploma in Information Technology. (2.1) Maynooth University, Co. Kildare, Ireland. 2003</p>	<p>BA Hons Media Studies. (2.1) Ulster University, Coleraine, Co. Antrim, N. Ireland. 2000</p>	<p>BTEC National Diploma in Journalism. (9 Distinctions, 4 Merits) College of Further Education, Ballyfermot, Co. Dublin, Ireland. 1997</p>

Software application / language skills

AI tools (NLP query processing, data analysis, image manipulation, productivity enablers), accessibility, SEO, UX, analytics etc. Power BI, ADO, JIRA (JQL), Slack, Trello, ProductPlan, Visual Studio, Adobe Suite, Git, Html, PHP, CSS, SASS, MySQL, SharePoint, WordPress, SilverStripe.

Achievements

- Advisor for **Enterprise Ireland** panels to Irish businesses seeking to expand into NZ
- An active member of the **Irish Business Network NZ** in Wellington
- Consultancy for **Claire Hanna** campaign to become **MP for South Belfast** at Westminster
- 3 years chair of **SDLP political party branch** in south Belfast, Northern Ireland

Referees

Available on request.