

IIBA Business Analyst of the Year Award 2010

Pen portraits of finalists



Marie Atallah

Marie is a highly regarded Business Analyst with a background in application development, wide exposure to major strategic programmes and a track record of successful delivery. With 24 years' BA experience in BT, Legal & General and now at Allianz Insurance, Marie is passionate about high standards in business analysis and never loses an opportunity to promote the profession. She also believes that no matter how much experience we think we have, there is always something new to learn.



Sharron Holness

Sharron is a Business Analyst in the Post Office. In 2009, she was instrumental in delivering the Application, Enrolment and Identity service, a world-wide first-of-its kind solution deployed in a public place. Sharron led the requirements definition and participated in the design of a product to collect biometrics from members of the public for Identity Cards for Foreign Nationals (on behalf of the UK Borders Agency) and the renewal of the Ten Year Photocard Driving Licence (on behalf of DVLA). Both UKBA and DVLA expect to make considerable savings and the Post Office has won an important new income stream.



Adrian Reed

Adrian works as a Lead Business Analyst at Skandia where he brings creative and innovative approaches to all his work. He is also a keen speaker, author and blogger. Adrian is an active member of the IIBA, and a member of the team that launched Pragnalysis.com (a site providing a free BA toolkit including templates). He is a true advocate of the analysis profession, and looks forward to the day when all organisations appreciate the value that good quality analysis can bring.



Karen Rowe

Karen is passionate about the programmes that, as a Business Analyst, she helps to shape and deliver for NFU Mutual. She has implemented an ambitious pilot that instigated cultural change and created an environment where her key customers shaped their own solutions by acting out scenarios and debating areas where operating methods differed. She injects enthusiasm and energy when engaging with her customers. She understands their perspective and lead by example enabling others to raise their game and turn strategy into reality.



Jamie Sythes

Jamie is a positive and innovative thinker who constantly challenges preconceptions and is a strong champion for his organisation, Ecclesiastical Insurance. During 2010, he has helped deliver multiple improvements across the business, focusing on eliminating the root cause of problems through the use of innovative ideas.