




Lynsey Darwood

Digital Transformation Director

 Poole, UK

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Languages

English (Fluent)

About

Spearheading digital transformation at learndirect Limited, I am deeply invested in utilising technology to revolutionise the educational landscape. My role as Digital Transformation Director centres on enriching the customer journey and elevating the learning experience for distance learners. It is a mission that harmonises with my expertise in strategic leadership and passion for inclusive education.

Drawing from my tenure as Director of Operations, I've honed a distinctive skill set in process improvement and people management. These competencies have been pivotal in innovating operations and ensuring that our educational services are accessible and effective. Our team's dedication to empowering learners underscores every strategy we implement, driving progress and fostering success within our organization.

BRANDS WORKED WITH

learndirect Limited

Utility Point

Bournemouth Independent Group

Corporé

LV=

Vospers

Experience



● Digital Transformation Director

learndirect Limited | Jan 2024 - Now

As the Digital Transformation Director at Learndirect, I am at the forefront of driving strategic change and innovation. I am passionate about leveraging technology to enhance the customer journey and improve operational efficiency. My responsibilities extend to ensuring the success of every distant learner, regardless of their background or circumstances. I am proud to lead a team that is committed to fulfilling the ambitions of our learners and making a positive impact on their lives.



● Director of Operations

learndirect Limited | Mar 2022 - Jan 2024

As Director of Operations, I successfully led the customer service, admin, delivery, including Heads of Faculties and tutors, and content creation teams. Having oversight of such a breadth of the business allowed me to unify our processes and communications into a seamless flow, improving productivity, user experience and employment engagement. Removal of the dependence on spreadsheets and manual processes and moving towards a more digitalised automated business allowed a significant increase in customer base without increasing resource requirements. I was also responsible for the relationship management of our awarding organisations ensuring we were adhering to the Quality Framework.



● Head Of Customer Service

learndirect Limited | Sep 2021 - Mar 2022



● Head of Customer Service and Culture

Utility Point | Dec 2020 - Sep 2021

● Head Of Customer Service and Claims

Bournemouth Independent Group | Sep 2018 - Dec 2020



● Operations Manager

Corporé | Apr 2017 - Sep 2018

- **Customer Service Manager**

LV= | Apr 2014 - Apr 2017



- **Service Manager**

Vospers | May 2010 - Apr 2014



- **Technican/supervisor**

Vospers | May 2005 - May 2010

Education & Training

2023 - 2024

- **Learndirect**

Diploma of Education,

1997 - 2000

- **Daventry tertiary**

A-level,