

Miguel Alvarez

DIRECTOR OF MARKETING TECHNOLOGY • SYDNEY, AUSTRALIA

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SUMMARY

Marketing technology executive with 15+ years building and scaling enterprise personalisation and customer experience capability at Australia's largest financial services and telco brands. At Colonial First State, grew the push-enabled/engaged customer base, lifting member engagement 4x, increasing digitally active customers, and cutting campaign delivery from weeks to intra-day, on the full Adobe Experience Platform stack paired with agentic AI. Combines deep platform authority with the leadership to turn complex martech into measurable business capability — building teams, controlling multi-million-dollar platform spend, and setting strategy that executives, marketers and engineers can all act on.

CORE EXPERTISE

Adobe Experience Platform stack: AEP, Real-Time CDP, Journey Optimizer (AJO), Customer Journey Analytics (CJA), Experience Manager, Analytics, Target, Campaign; XDM, identity and journey orchestration

CX & personalisation strategy: 1:1 lifecycle experiences across web, mobile and email; agentic AI for campaign orchestration; measurement and optimisation

Platform leadership & operations: roadmap and delivery, platform health, licence and cost management, vendor management (Deloitte, Accenture)

Enterprise leadership: building and mentoring product and engineering teams; executive influence across IT, Marketing and Data functions

PROFESSIONAL EXPERIENCE

Colonial First State — Director of Marketing Technology

Sydney • Dec 2024 – Present

- Lead marketing technology and the customer experience programme on the Adobe Experience Platform stack (AEP, Real-Time CDP, Journey Optimizer, Customer Journey Analytics), directing 3 product owners and 8 engineers — scaling to ~20 with the implementation partner.
- Grew the push-enabled/engaged customer base, lifting leading engagement indicators 4x and increasing digitally active customers, through timely, relevant engagement such as transaction notifications reaching the majority of the member base.
- Own platform commercials: re-contracted Adobe platform licences at \$3M–\$5M a year and directed a >\$1M professional-services engagement for ongoing platform delivery and change.
- Significantly reduced campaign delivery time from weeks to intra-day through repeatable templates and a simplified data architecture, lifting execution output 4x, from 50 manual journeys a year to 200+ across multiple channels.
- Established the always-on automated programme from 0 to 50 automated journeys and enabled new channels — push, SMS, in-app and web personalisation in authenticated (secure) assets — shifting the team from repeating executions to building new capability on top of existing campaigns.
- Rebuilt the data foundation in year one with API-driven integration for agility and rapid uplift to new structures; year two scales engagement and activates direct mail and contact centre personalisation.

Optus — Associate Director, Digital Martech Platforms & Capability

Sydney • Oct 2022 – Dec 2024

- Stood up enterprise personalisation capability across the Salesforce Marketing Cloud stack (with Pega Customer Decision Hub), leading product owners and delivery squads scaling to ~30 including the implementation partner.
- Drove the integrated platforms strategy across Group IT, Marketing and the Data Office at executive level, initiating the shift to modern data integrations.
- Cut platform cost and complexity through forecasting, licence management and integration simplification.
- Ran platform operations end to end — health, monitoring, incident resolution and Tableau analytics reporting — and managed delivery partners including Deloitte and Accenture.

Commonwealth Bank of Australia — Senior Manager (Digital & Advertising Technology)

Sydney · May 2017 – Oct 2022

Senior Manager, Digital Delivery, Governance & Optimisation

- Owned the Adobe Experience Cloud capability across CommBank's public website, secure website and mobile app, lifting platform performance and internal capability on a multi-million-dollar platform budget.
- Led 5 product owners — each running a delivery squad — across public web, secure web, mobile app, analytics and personalisation, balancing competing bank-wide priorities.
- Managed third-party platform risk and vendors, and set the SOPs and standards for safe, effective tool use.

Senior Manager, Advertising Technology

- Set the advertising technology strategy to navigate cookie deprecation and consent-centred experiences, advising marketing leadership on the industry-wide impact.
- Personally integrated paid media with Google and Facebook for measurement and effectiveness, optimising a multi-million-dollar digital advertising spend.
- Led budget and forecast planning for adtech acquisition and operation, including Adobe Experience Platform.
- Built the ad-buying integration roadmap: Google Marketing Platform, CDP acquisition, APIs scaling Next Best Conversation into paid media, and foundational tag management and data layer.

2DataFish (acquired by Publicis Sapient) — Associate Director, Solutions Delivery

Sydney · Jan 2013 – May 2017

- Led a solution-delivery consulting team across analytics, conversion optimisation and solution engineering for top-tier Australian enterprise clients.
- Delivered personalisation and optimisation programmes that lifted online conversion, strongest on highly targeted segments.
- Owned pre- and post-sales delivery — demos, estimation, technical build and stakeholder management — specialising in the Adobe Marketing Cloud suite.

IBM Australia — Senior Consultant

Sydney · Feb 2008 – Dec 2012

- Joined via the IBM Graduate program in Global Business Services and progressed to Senior Consultant.
- Delivered Java enterprise applications, UX design and technical business analysis across onshore and offshore teams.

SPEAKING & THOUGHT LEADERSHIP

- **Adobe Summit 2026 — “Scaling Personalized Member Experiences with Agentic AI”** (session OS532). Presented on combining unified, real-time member data with agentic AI to shorten campaign timelines and scale personalised lifecycle programmes using Adobe Experience Platform, AEP Agent Orchestrator and Adobe Journey Optimizer.

EDUCATION

University of New South Wales — Bachelor of Software Engineering (Honours)

2002 – 2006

Honours thesis: “Analysis of communication protocols used in agent and AI-based systems”