Dear Sir,

I am hereby applying to the two years Elected Director position at IFNZ. I have been a member of ITFNZ since moving to New Zealand in 2010 and joining the Paul M Papakura club.

I believe my breadth of knowledge and experiences gained across both public and private sectors, and in a variety of roles, are giving me the necessary skills to effectively contribute and operate as an Elected Director to the ITFNZ's board. For instance, I was a senior leadership manager at Genesis Energy for many years and held a Governance Manager position at AA Insurance.

I am currently working at Air New Zealand where, amongst other responsibilities, I am focussing on AI / Generative AI and the governance framework that needs to be established to safely operate these technologies at the enterprise level.

I am truly invested in ITFNZ and I am helping out whenever I can as a practitioner, instructor, umpire, and mentor. Not only am I willing to continue contributing to our organisation as an Elected Director but would also be happy to do so.

I am enclosing my CV for your perusal. Please feel free to contact me for any questions you may have.

Kind regards,
Brice Vallès

Brice Vallès

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Executive Summary

I am a senior leader with a scientific background and 20+ years of experience spent in both private and public sectors.

I possess advanced analytical and technical knowledge and a background in the leadership of enterprise initiatives. My experience encompasses a vast breadth of industries, and as a result, I have a deep understanding of the challenges the industries face. I have a well-developed ability to engage with multiple stakeholders at all levels and have a coaching and mentoring leadership style.

Core Competencies

Leadership and Team Experiences:
- Quickly adapt and integrate into new teams
- Respected and trusted as a leader who creates diverse, inclusive and high-performing teams
- Build open relationships based on integrity and trust
- Empathetic coach and mentor who leads by example and models core values
- Situational Leadership (SLII) and SMART goal setting
- Experienced in recruiting and building new teams and supporting their personal development.

Core Strengths:
- Technical knowledge spanning applied mathematics, statistics, programming, and mechanical engineering
- Prototypes development and the testing of ideas and systems before operational deployment
- Governance and in particular Data Governance
- Develop, test, validate, and deploy operationally Data Science (including AI ML) models
- Well-versed in regulatory and compliance modelling and risk-mapping
- Expertise in ensemble-based methods which update simulation models in near-real time and quantify uncertainty
- Ability to lead teams
- Resilient and work well under pressure.

Process and Stakeholder Management:
- Bring and establish rigorous scientific approach to model building
- Own project life cycle: Brief, reverse brief, project definition, IP rights, service-level agreement (SLA)
- Project and process documentation: definition, mapping, peer review
- Ability to work and engage with stakeholders at all levels: C-suite, technical experts, non-technical individuals.

Recent Professional Experience

Air New Zealand, Auckland, February 2022 - Present
Senior Analytics Business Partner | Senior Data Scientist | Product Owner
Air New Zealand is New Zealand's flag carrier airline based in Auckland. The airline operates a fleet of 108 aircraft and carries passenger to 20 domestic and 30 international destinations in 18 countries. It is a 10,000+ employees' company and its revenue is ca $3b NZD. Air New Zealand operates in an AGILE manner with employees grouped into Chapter according to their skills and embedded within Tribes and Squads to deliver work.
Key Achievements:

- Making it happen: engage with stakeholders to determine what data and analytics needs they have. Help deliver solutions that brings additional value and improve business operations. E.g., development of an automated dashboard to monitor performance of the New York – Auckland route thereby improving operations by 0.1FTE.
- Product Owner: led a Data and Analytics squad (five members) embedded within Operations. Worked closely with the flight operation centres, maintenance centres, catering team, and workforce planners. We delivered and supported various data products to help our stakeholders be more efficient and more data driven.
- Data Science and AI governance: member of the Data Science Chapter with a current focus on Generative AI and the development of a Reasonable AI policy for the company. Member of the International Association of Privacy Professionals and the Artificial Intelligence Governance Professional groups.

Independent Consultant and Advisor, Auckland, March 2020 - Present
Data Analytics and Insights Consultant and Advisor

I engage with companies to provide advice and support in the areas of data analytics, data science, and insights. My goal is to help businesses realise higher profitability by helping them identify potential technological debt and leveraging analytics and insights from their data to achieve their long-term strategies.

I also co-supervise PhD students and continue to be involved with academic projects and initiatives, e.g., I am a member of the AUT Mathematical Sciences Industry Advisory Sub-group.

AA Insurance, Auckland, November 2020 – December 2021
Data Governance Manager, August 2021 - Present │ Reporting and Analytics Manager, November 2020 – August 2021

AA Insurance is New Zealand's leading direct insurer with about 28% market share in Motors and 13% market share in Homes and Contents. It is an independently operated New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Suncorp Group. The company employs 900 staff, has nearly 400,000 customers and 800,000 policies. I am a Senior Manager reporting to the executive team. My team is both operational and strategic.

Key Achievements:

- Led two teams (Reporting & Analytics and Business Intelligence) of 11 permanent staff and additional contractors. In charge of new team members recruitment.
- Ensured the team maintained its centre of excellence status within the company by improving business engagement across all AAI departments and delivering high quality work at speed while increasing efficiency.
- Co-led a data transformation project resulting in the adoption and implementation of a new Business Intelligence environment for the company. Ensuring roles and responsibilities between AAI and Suncorp were clearly defined. Proposed the original architecture based on AAI business needs.
- Responsible for the team's Risk reporting and management, financial planning and budget.
- Co-led the Data Governance group to ensure that the company operated within a clear legal framework when it came to data (e.g., privacy, misuse, and access).
- Managed stakeholders' relationships with our joint venture partners (NZAA and Suncorp) in the areas of data analytics and BI environment. Also engaged with vendors and third-party providers.

Genesis Energy, Auckland, December 2015 – February 2020
Wholesale Analytics Manager, December 2016 – February 2020 │ Senior Energy Analyst, December 2015 – December 2016

Genesis Energy is a government mixed-ownership enterprise with a diverse electricity generation portfolio. Genesis supplies 19 per cent of New Zealand's electricity from its thermal and renewable power stations. It is also a significant energy retailer supplying electricity, gas and LPG to more than 660,000 customers across the country. I was leading a high-performing analytical team delivering mid- and short-term electricity demand forecasts and long-term financial forecasts.

Key Achievements:

- Developed and grew a high performing analytical team from three to seven analysts.
- Established Wholesale Markets risk bowties to analyse and demonstrate causal relationships in high-risk scenarios to identify and map all risks potentially impeding operations ; worked with subject matter experts to identify which controls were in place to mitigate the risks and evaluated potential financial, reputational, and environmental impacts to the company. The aim was to prevent the company not realising its ca. $1m profit per day.
- Established master legal agreements with two universities, enabling students to work on Genesis projects as part of their curriculum. This created a win-win situation with students acquiring industrial experience and Genesis benefiting from high-quality student work on projects that would have remained unresourced otherwise.
- Delivered a range of high-value projects in an Agile setting with a net value worth at least $3m year-on-year compared to incumbent models, tools, and processes. Key projects included a long-term New Zealand electricity market simulator, electricity demand forecast models, a coal valuation model to optimise the coal import scheduling programme and implementing a new gas transmission access code in Genesis's operating system.
- Positioned the team as a centre of excellence for analytical work from across the business (energy and derivatives traders, generation, fuels, risk, and finance).
- Hired new team members and supported their personal development. Many of them have now moved to higher positions either at Genesis or outside.
- Managed relationships with third-party providers (e.g., GNS Science, NIWA, OSS Group, TESLA Forecasting) to engage work and establish collaborations.

Inland Revenue, Auckland, New Zealand, March 2013 – December 2015
Senior Intelligence Analyst

Inland Revenue is the public service department of New Zealand charged with advising the government on tax policy, collecting and disbursing payments for social support programmes, and collecting tax. I delivered and managed projects within data analytics, statistical analysis, modelling and forecasting, and contributed to business intelligence, and strategy.

Key Achievements:

- Coordinated debt management projects between the Intelligence Capability team and Inland Revenue, playing a key role in the team's strategy, project definition and prioritisation and coordinating modelling efforts between the team and Inland Revenue. I also oversaw the modelling portfolio of the team and assessed which skill sets were needed for current and future projects.
- Developed a statistical model to forecast New Zealand's non-collectable tax debt.
- Explored a database to identify potential tax-evaders. I then developed and implemented a model for Collections to predict which customers were likely to file their GST returns late.
- Led two risk projects around small businesses and the deployment of a propensity to pay model to Collections.

Institute of Earth Science and Engineering (IESE), Auckland, July 2012 – November 2014
Advisor

IESE is a specialist services and manufacturing company made up of dedicated seismology, geophysics and monitoring professionals who specialise in mining, engineering geophysics and instrumentation and building technologies. This role focused on data assimilation, business development, and strategy.

Key Achievements:

- Introduced advanced analytical methods to obtain accurate forecasts with uncertainty quantification. Programmed the first use of ensemble Kalman filtering (EnKF) mathematical model to update in near real-time geothermal fields. Performed time series data analysis and modelling.
- Helped to determine the commercial viability of scientific projects including system sustainability, production plant lifetime, and cost reduction opportunities.
- Used my experience and contact network within the Oil and Gas (O&G) industry to open business areas for IESE outside geothermal activities, strategising what and how to present to potential new business partners (e.g. Exxon).

UniServices, Auckland, July 2010 – July 2012
Senior Fellow

UniServices partners with the best minds at the University of Auckland to apply intelligent thinking to ideas that have the potential to change the world. Together with its partners, it collaborates with hundreds of organisations on thousands of projects in New Zealand and internationally. This role focused on wind measurement, computational fluid dynamics, group management, strategy and business development.

Key Achievements:

- Assisted in supervising the theoretical development of two new acoustic hardware systems to measure wind speed and direction, acquiring theoretical knowledge of atmospheric scattering of sound to understand reported noise nuisance from wind farms. Investigated the possibility of using open source software for assessing wind potential over complex terrain sites for wind farm locations and simulating wind flow in an urban environment.
- Helped to establish a new research group unit for Wind Measurement Technologies (WMT), working closely with the chief scientist and business manager to create the group's structure, goals, strategy, and marketing material.
- Wrote business proposals for wind farm assessment, wildlife protection, urban planning, and the timber industry.

Additional and Further details of earlier professional experience available on request

Education and Qualifications

- **Doctorate of Engineering (PhD) in Computational Fluid Dynamics, Department of Applied Mechanics**
  Norwegian University of Science and Technology (NTNU), Trondheim, Norway (1998 – 2001)
- **D.E.A. (University Diploma for Research Work; Fifth Year Diploma) in Transfers and Fluid Mechanics, Cavitation**
  Institut National Polytechnique de Grenoble, Grenoble, France (1995 – 1996)
- **MSc in Mechanics and Aeronautics (Maîtrise de Mécanique Mention Aéronautique)**
  Université de la Mediterranée, Aix-Marseille II, France (1994 – 1995)

Recent Professional Development

- **AI Governance Professional**
  IAPP training (2023)
- **SLII (Situational Leadership)**
  Ken Blanchard's program for AA Insurance (May 2021)
- **Frontline Leadership Programme**
  Organised by JumpShift for Genesis; final project: "Leveraging Universities' Potential" (2017)

Additional Activities and Languages

- Military Service as Aspirant at 'Groupement Aéromobilité Section Technique de l'Armée de Terre, Valence, France
- French (native); English (fluent); Norwegian (fluent); German (some)
- ITF TaeKwon-Do: 6th Dan Black Belt. International Instructor and Umpire
- First Aid Course Certification (2023)
- Automated External Defibrillator Certification (2014)

References

Available on request.