



TJ Va'a

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Transformation consultant specialising in technology-enabled change in regulated, high-stakes environments. Ex-Deloitte Strategy & Business Design, with delivery experience across Change Management, Operating Model Design, Digital Delivery and Product Development, spanning health, education, media and elite sport. Currently leading concurrent client engagements: a national digital platform redevelopment in public health, including the redesign of a \$145M p.a. payment mechanism, and a national, enterprise-wide records migration for 1,400+ staff. Previously supported New Zealand's national COVID-19 workplace vaccination programme, 9,500+ users trained across seven digital solutions and 1,000+ sites enabled, and led global platform delivery across 7+ languages. At my best in front of executives and boards: turning complex change into practical plans people adopt. Prioritising financial services transformation and open to broader opportunities, in New Zealand and internationally.

Strategy

Change

Global

Executive

Resilient

Work Summary

Date	Organisation	Role
Feb 2026 – Present	Allfields Pharmac & Te Wānanga o Aotearoa	Change & Transformation Manager
Jun 2025 – Apr 2026	Global Rugby Players Foundation	Education Strategy & Product Consultant
Dec 2023 – Feb 2026	World Rugby / International Rugby Players	Digital Product & Project Lead
Jan 2023 – Jul 2026	New Zealand Rugby Players Association	Product Owner, The Hub
Nov 2019 – Jan 2023	Deloitte	Strategy & Business Design Consultant
Jan 2015 – Oct 2018	Hurricanes & Wellington Lions	Professional Rugby Athlete

Skills:

Change Management & Adoption

- Lead technology-enabled change in regulated environments, from New Zealand's national COVID-19 vaccination programme (9,500+ users, seven digital solutions, 1,000+ sites) to a current enterprise records migration moving 1,400+ staff onto a centralised platform in progressive national tranches.
- Design and run change impact assessments, stakeholder matrix, training programmes, champion networks and communications that turn go-lives into sustained adoption. Including global platforms adopted by 1,000+ professional athletes across multiple countries and 7+ languages.

Transformation Delivery & Governance

- Take change from strategy to delivered outcomes. A Change Management Approach consulted and endorsed through board-level governance, an enterprise change impact framework adopted for sponsor reporting, and rollout tranches and platforms delivered on time and in scope.
- Present frequently to steering committees, boards and executive forums. Comfortable and credible in governance settings, securing endorsement for change strategies and turning decisions into delivery.

Strategy, Business Design & Operating Models

- Trained in strategic choice-making (Playing to Win) at Deloitte and apply that discipline to change, connecting why an organisation is changing to how the change lands, across strategy, culture and implementation.
- Designed target operating models and organisational structures for major initiatives, including New Zealand's proposed public media entity and the national workplace vaccination programme.

Senior Stakeholder Engagement

- Trusted in politically sensitive settings to bring industry, government and internal stakeholders to a shared position, successfully bringing resistant groups along the journey, keeping champions onside across programmes, and building trust that converts into repeat commissions and extended contracts in every independent project.
- Global and cross cultural: Delivered platforms across 7+ languages and member associations in multiple countries; International Business major, raised across cultures, and member of the Asia New Zealand Foundation Leadership Network.

Consulting & Transformation Experience:

CHANGE & TRANSFORMATION MANAGER | ALLFIELDS | FEB 2026 – PRESENT

Delivering concurrent client-facing change engagements across two national organisations, spanning public health and tertiary education.

Change Manager — Pharmac (Te Pātaka Whaioranga) | Schedule Redevelopment Project

One of Pharmac's five priority ICT projects: modernising the Pharmaceutical Schedule, the national register of government-funded medicines, into a digital-first platform delivered online and via API, aligned to national health data standards and delivered in coordination with Health NZ.

- Driving the change workstream and co-authoring the programme's Change Management Approach through board-level governance and endorsement
- Managing a change scope spanning the pharmaceutical industry, prescribers, hospitals, pharmacies, technology vendors and internal teams nationwide
- Owning the end-to-end change deliverable set through formal governance sign-off: Joint and Pharmac Change Approaches (Oversight Committee endorsed), change impact assessments, stakeholder matrices, sector communications & engagement calendar, communications, engagement and change management plans, and training plan.

Change & Communications Manager — Te Wānanga o Aotearoa | Te Paetara Raraunga

National, enterprise-wide migration of 1,400+ staff onto a centralised records and document management platform (SharePoint), driven by Public Records Act compliance, a progressive national rollout in ~7-week tranches across 2026–27.

- Driving change, adoption and communications across the full rollout: executive and director engagement, key messaging, training delivery and post-go-live support
- Designed and built a transferable enterprise change impact assessment framework and dashboard, used for sponsor- and director-level reporting across concurrent programmes
- Established SME champion networks and the readiness and training model applied to every rollout tranche
- Managing migration engagement from legacy Teams, OneDrive and SharePoint estates into the new platform

STRATEGY & BUSINESS DESIGN CONSULTANT | DELOITTE | NOV 2019 – JAN 2023

Worked across Strategy & Business Design and Change Management on public sector transformation, health initiatives and community engagement in ambiguous, politically sensitive environments.

Key Achievements:

- Contributed to New Zealand's national COVID-19 workplace vaccination programme, supporting the Ministry of Health's Adoption & Improvement team to train 9,500+ users across seven digital solutions and enable 1,000+ vaccination sites
- Designed operating models and organisational structures for major government initiatives, including New Zealand's proposed public media entity
- Facilitated executive workshops and stakeholder interviews, translating insights into clear recommendations that enabled leadership decision-making
- Built trusted client relationships resulting in follow-on engagements and repeat commissions

Role Responsibilities:

- Strategy development and business design for public sector clients
- Change management planning and implementation support
- Executive workshop facilitation, stakeholder consultation, and operating model and organisational design

Skills Developed: Management consulting, strategic choice-making (Playing to Win), operating model design, change management, executive facilitation, RFP development

Led end-to-end strategy, build and adoption of global digital education platforms across three international sporting bodies, combining product ownership, vendor management and multinational stakeholder alignment.

- Spearheaded World Rugby / IRP’s first global platform for female rugby players: 10+ modules and 20+ resources across 7+ languages, delivered on time through complex international governance (Dec 2023 – Feb 2026)
- Designed the global learning ecosystem and product roadmap for the Global Rugby Players Foundation, advising the CEO and leadership team directly (Jun 2025 – Apr 2026)
- Built and launched NZRPA’s platform serving 1,000+ professional players across web and mobile; secured adoption across all professional franchises and unions (Jan 2023 – Jul 2026)
- Led content design, curation and translation workflows across multiple languages; managed LMS vendor relationships, platform architecture and roadmaps
- Reported progress and recommendations to Steering Committee leadership; secured buy-in from high-performance staff and player development managers across all franchises and unions

CO-FOUNDER | DIAL

Early-stage product venture co-founded with two partners; led product strategy, PRD development, design, early go-to-market and prototype development.

PROFESSIONAL RUGBY ATHLETE | HURRICANES & WELLINGTON LIONS | JAN 2015 – OCT 2018

Signed professional contracts with the Hurricanes (Super Rugby) and Wellington Lions (NPC) at age 18, competing in high-performance, results-driven environments.

- Contributed to championship-winning squads: Hurricanes 2016 Super Rugby Championship, Wellington Lions 2017 ITM Cup, and NZ U20 2016 World Cup campaign
- Completed a Bachelor of Commerce while training and competing full-time; rehabilitated from five major surgeries, demonstrating resilience and long-term focus

Skills Developed: High-performance discipline, resilience, individual and collective performance under pressure, goal setting and execution

Education Victoria University of Wellington 2015-2020 Bachelor of Commerce, major in Management and minor in International Business Scots College 2010-2014 International Baccalaureate, achieving first in class in Business & Management Studies	Professional Affiliations Asia New Zealand Foundation Leadership Network Member of the Global professional network focused on developing and maintaining strong links between New Zealand and Asia. TupuToa Alumni TupuToa was borne from the need to see increased Māori and Pacific representation in leadership positions in the corporate sector. Inspiring The Future Network Volunteer programme aimed at providing children and youth the opportunity to hear from members of their community and learn about their different jobs, pathways and challenges they faced along the way.
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