



# ANOOP SINGH

## Senior Project Manager

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Born: St.Albans, England/ British National   Swiss Permanent Resident (Permit C)



### LET US CREATE, NOT PROCRASTINATE!

Hi. I am Anoop. I enjoy helping organizations execute digital projects. I have led multi-million dollar projects for the likes of the World Health Organization, ING Bank, and the International Baccalaureate (IB).

I am certified PRINCE2 and Agile on paper, and proven to push progress and adapt to change in reality.

I am a great blend of personality, marketing communications, IT, digital, and project management.

Let's create something amazing together.

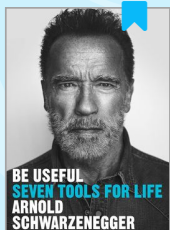
### WHAT THEY SAY ABOUT ME

**Bernardo Mariano,**  
Assistant Secretary General,  
United Nations

"Anoop is a great asset to any organization requiring a dedicated and performing staff. Anoop's work at World Health Organization (W.H.O.) focused in managing a complex web migration project that involved multiple internal stakeholders to implement the migration of W.H.O. web content from a legacy platform and a more modern platform. The project included the establishment of a new web content governance and new capabilities that enhanced the quality and quantity of the organization's web content. Thanks to his extensive experience in project management, his result orientation, team work and communication skills, Anoop was instrumental to the success of this project. Therefore I recommend him to any organization or company in need of a skilful project manager."

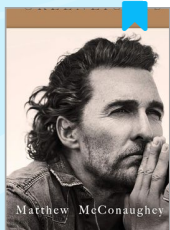
See more references via [LinkedIn](#) or [here](#)

### CURRENTLY READING



Be Useful

Arnold Schwarzenegger



Greenlights

Matthew McConaughey

### OTHER INFORMATION

 27 February 1986

 Myer Briggs: ENFJ

### MAJOR PROJECTS AND EXPERIENCE

#### Senior Digital Project Manager

##### "OneWHO" Sharepoint

 2021 - 2023  Geneva, Switzerland

- Spearheaded the technical implementation, content migration, change management & governance of the first unified intranet of **300+ sites** for **18,000+ employees**.
- Co-ordinated external vendors alongside key internal stakeholders: **30+ members** across all **7 major offices**.
- Documented governance processes and implemented these into "Governance Playbook" for ways of working.
- Ensured all sites met WCAG 2.1 accessibility standards.
- Successfully raised and strategically managed a project budget of **USD\$1.2 million**, ensuring it's efficient use.



#### Senior Digital Project Manager

##### Who.int Global Website & App

 2017 - 2021  Geneva, Switzerland

- Directed a diverse team of **20+ consultants** in migrating content of **100,000+ pages** across **6 languages** to a new CMS, design, governance, and infrastructure for who.int.
- Headed the complex migration of who.int from AWS to Azure IaaS, between WHO, Microsoft, and Progress.
- Orchestrated relaunch of the WHO app, integrating real-time COVID-19 updates, with **1 million daily visits**.
- Led training and change management of **200+ editors**.
- Secured and strategically managed project budget of **USD\$4.8 million**, optimizing it use at all times.



#### Digital Project Manager

##### "IB Connect" Global Intranet

 2015 - 2016  the Hague, the Netherlands

- Worked between internal business and external vendors worldwide to launch global **Drupal intranet**.
- Conducted comprehensive business requirements analysis, translating insights into a prioritized backlog.
- Directed training and change management initiatives, enhancing user adoption and operational efficiency.



#### Content Project Manager

##### Ibo.org Corporate Website

 2014  the Hague, the Netherlands

- Directed the creation and migration of thousands of multilingual content pages for new ibo.org.
- Collaborated with offshore vendors, PMO, IT, and Marketing to successfully relaunch new website.
- Pioneered the establishment of a consistent tone of voice and an efficient translation process.
- Co-ordinated multilingual content updates for 16 million annual visitors of ibo.org.



#### Content Project Manager

##### Ingwb.com Wholesale Banking Website

 2012 - 2013  Amsterdam, the Netherlands

- Successfully managed the CMS migration and content creation of new commercial banking website.
- Directed a team of copywriters, producing high-quality content for over 500 pages to improving site's quality.
- Established global training program for the new CMS.



#### Marketing Project Manager

##### Real Estate Finance Comms Team

 2010 - 2011  Amsterdam, the Netherlands

- Led the end-to-end creation of bi-monthly global newsletter, website content and intranet updates.



#### Marketing Project Manager

##### Marketing & Communications Team

 2006 - 2007  Bangalore, India

- Dynamic intro into the corporate world, in Asia's "Silicon Valley" Bangalore, co-ordinating global trade shows.



### SOME THINGS I AM PROUD OF



Helped keep the world informed through the uncertainty of COVID-19 by providing a better & more robust who.int & WHO app

As WHO kept the world informed during COVID-19, who.int experienced an enormous increase in traffic – **1.4 billion unique visitors** in 2020! This was an interesting time to lead the who.int project, migrating the entire website onto a more modern CMS, better UX design and more robust cloud infrastructure.



Improved global readiness for future health emergencies by unifying the WHO in a landmark project with Microsoft

Post pandemic, WHO saw the need for a unified intranet to help them better deal with the next pandemic. Despite strict UN procurement rules, that were preventing us from working with the world's best Sharepoint implementation partner (Microsoft), I am proud to have personally spearheaded the deal and project that created WHO's first unified intranet.



Have lived in 4 countries & traveled to 40+

Being a true people person at heart, I thoroughly enjoy traveling to foreign countries to meet new people and discover different cultures. Our differences are what make this world so great.

### EDUCATION

Business Management  
BA (Hons) | 2:1

University of Nottingham

 2004 - 2008  Nottingham, UK

A-levels (Math, Physics & Economics) | 9 GCSEs

St Columbas College

 2000 - 2004  St.Albans, UK

### CERTIFICATIONS

Microsoft Ai Cloud Partner

PRINCE2 Foundation

PRINCE2 Agile™ Practitioner

French A2 Oral & Written (FIDE)

Swiss Driving Licence

International Scuba Licence