

Sabarish Chokkalingom

DIGITAL TECHNOLOGY LEADER

CONTACT

- shabarish.c@gmail.com
- Melbourne, VIC
- linkedin.com/in/sabarish-chokkalingom
- sabchokkalingom.com

LEADERSHIP SKILLS

- Digital Strategy and Roadmaps
- Enterprise and Solution Architecture
- Digital Transformation and Modernisation
- Data, AI and Content Enablement
- Content Operations and Governance
- Portfolio and Delivery Leadership
- Commercial Acumen and Deal Shaping
- Vendor and Partner Collaboration
- Secure Web Application Design and Risk
- Operating Model Design
- Change Management
- People Leadership and Capability Uplift
- Executive Stakeholder Advisory

SECTOR EXPERIENCE

- Government and public services
- Banking and financial services
- Insurance
- Tourism
- Sport
- Higher education
- Retail
- Media
- Automotive
- Energy
- Telecommunications
- Manufacturing

EXECUTIVE SUMMARY

Digital and technology leader with 16+ years shaping and delivering enterprise digital transformation, across programs worth \$14M+ since 2018, for government, financial services, insurance, tourism, sport and higher education organisations across Australia, New Zealand and Asia. Leads the Content and Digital Experiences chapter of 12+ practitioners at a MarTech, data, AI and digital experience consultancy, combining practice leadership, executive advisory and business development with leadership of complex platform modernisation, from legacy content management system (CMS) consolidation to AI-first digital visibility.

Translates organisational priorities into secure, accessible and measurable digital capabilities, advises client executive leadership teams and steering committees, and is recognised for clearly articulating AI-first strategy and aligning business and technology outcomes. Builds high-performing, accountable teams, uplifts capability through mentoring and enablement, and brings a pragmatic, outcome-focused approach to delivery, risk and value.

SELECTED IMPACT

- **Strategy:** defined an AI-first digital visibility strategy and four-phase roadmap for a state tourism organisation.
- **Modernisation:** led a Sitecore to AEM modernisation for a state government road authority serving 4 million residents, with zero P1 or P2 issues at go-live, a 5% lift in self-serve adoption and lower maintenance and hosting costs.
- **Consolidation and value:** rationalised 12+ websites, 20,000+ assets and 270+ components onto AEM as a Cloud Service for a leading ANZ insurer, with automation saving 300+ person days.
- **Growth:** contributed to 33+ sales, pre-sales and RFP opportunities across 2025 and 2026 and played a key role in repeat business with three existing clients.
- **Scale and integration:** architected a \$3.8M to \$4.5M enterprise customer portal integrated with 70+ APIs and SaaS platforms, leading a team of 15+.
- **Governance and risk:** established a Digital Content Governance Framework, Secure @ Build and Secure @ Design documentation, and WCAG 2.1 AA accessible delivery.

PROFESSIONAL EXPERIENCE

Chapter Lead, Content and Digital Experiences

Apr 2025 - Present

Anchora Pty Ltd

Leads the Content and Digital Experiences chapter of 12+ practitioners: practice capability, solution architecture, pre-sales and delivery leadership for enterprise and government clients, working directly with client executives.

Strategy and Executive Advisory

- Led the AI-First Readiness Discovery for a state tourism organisation and recommended a phased roadmap (Quick Wins, Discoverable, Citable, Scalable) covering architecture direction, structured content and an ongoing monitoring model.
- Leading Phase 1 of a Unified Taxonomy and Auto-Tagging Framework: one canonical, machine-readable classification model for the state brand marketing estate, with metadata schema, analytics data model and governance model that let each platform adopt it without changing tools.
- Solution Architect for a national liquor retail group (Apr 2026 - Present, discovery stage): composable SFCC storefront and Page Designer architecture with AEM, Adobe Target and Adobe Analytics.
- Solution Architect for AI-first website readiness at an agribusiness bank (search engine optimisation, generative engine optimisation and content audits), and an AI-first website transformation approach applied across multiple clients.

Transformation Delivery

- **State government road authority (Apr 2025 - Nov 2025, \$2M program):** Adobe Solution Architect and Tech Lead for a Sitecore to AEM migration of 300+ pages, 6-language translation and Adobe Analytics across 10 key user journeys supporting the client's FY26 priorities.

TECHNICAL SKILLS

- **Digital experience:** Adobe Experience Manager (AEM as a Cloud Service, Edge Delivery Services, Assets, Forms, headless with Next.js), Salesforce Commerce Cloud, Sitecore to AEM
- **Data and MarTech:** Adobe Experience Platform and Real-Time CDP, Journey Optimizer, Analytics, Segment CDP, GA4
- **AI and discoverability:** AI-first readiness, SEO and GEO, responsible AI governance, llms.txt, structured data, AI crawler directives, Claude
- **Cloud and integration:** AWS (Well-Architected reviews), microservices, API ecosystems, Salesforce, Okta, Elasticsearch
- **Delivery:** Agile, DevOps and CI/CD, C4 and TOGAF, WCAG 2.1 AA

CERTIFICATIONS

- Adobe Certified Expert - AEM Architect
- Adobe Certified Expert - AEM Developer
- Adobe Certified Expert - AEM Business Practitioner
- Adobe Experience Platform and Real-Time CDP: Sales Accreditation
- Salesforce AI Associate
- Anthropic Claude Partner Training Path

EDUCATION

- Bachelors in Electronics and Communication Engineering, MG University, Kerala

PROFESSIONAL DEVELOPMENT

- Adobe Summit US 2026 (attended)
- AEM Rockstar: Edge Delivery Services (Sydney, 2 days)
- Training: AEM Edge Delivery Services, AEM Forms, Adobe Workfront, Claude (Anthropic), Optimizely, Frame.io

- State tourism organisation (Dec 2025 - Present, \$400k to \$500k across three projects): delivered a 6-week quick wins program achieving 2.5x faster article pages, more than 50% smaller React bundles, around 25% less bandwidth and a 2 s Largest Contentful Paint (LCP) reduction.
- National sporting body (Apr 2025 - Aug 2025, \$2M program): Tech Lead for an Elasticsearch and AEM unified search layer across web and video, delivered on time in a 14-week program with zero critical defects, with the client independently managing content and search after handover.
- Enterprise digital asset management (DAM), 2026, \$60k to \$75k per client: Solution Architect for AEM Assets, Dynamic Media and Content Hub for an industrial manufacturer and a beverage company, from design through implementation.

Business Growth and Capability

- Contributed to **18+ opportunities in Jan to Jun 2026** and 15 RFP and pre-sales responses in 2025 across banking, insurance, tourism, higher education, government, retail, telecommunications and property.
- Provided technical leadership to four further client accounts and delivered 5 sales enablement sessions.
- Combined the Experience Modernisation Agent with Anchora's proprietary accelerators to migrate 30+ pages into Edge Delivery Services in 1.5 weeks, under Anchora's responsible AI guardrails (human review, protected client data, testing before release).

Senior Delivery Principal

Apr 2022 - Apr 2025

Slalom Pty Ltd | Melbourne

Led solution architecture for a multi-year \$3.4M to \$3.8M CMS transformation at a leading ANZ insurer and customer data integration for a leading ANZ media organisation.

- Consolidated **12+ websites and 20,000+ assets** from multiple legacy CMS platforms onto AEM as a Cloud Service, automating 2,500+ page migrations and saving 300+ person days.
- Reduced 270+ components and 50+ templates to around 32 components and 5 templates through a centralised design library, delivering operational efficiencies and cost savings.
- Established a Digital Content Governance Framework that reduced compliance risk, and co-authored Secure @ Build and Secure @ Design documentation with solution and enterprise architects.
- As Segment CDP Integration SME, created a Single Unified Profile across major media websites, enabling personalised journeys through Mailchimp and Sailthru.

Manager

Jan 2017 - Apr 2022

Accenture Australia Pty Ltd (Accenture Interactive) | Melbourne

Led solution architecture and technical delivery for banking, government, transport, energy, automotive and retail clients across Australia, New Zealand and Asia.

- Architected a new **AEM 6.5** customer portal for a global road operator integrated with 70+ APIs and SaaS platforms (Salesforce, Go Transverse, Okta), leading a team of 15+.
- Upgraded 15+ sites to AEM 6.5 for a Thailand-based bank (\$800k to \$900k) and migrated on-premises hosting to Adobe Managed Services with Cloud Manager CI/CD.
- Delivered a \$1.2M to \$1.3M nationwide vehicle airbag recall campaign platform on AWS serverless services with automated disaster recovery for an automotive industry peak body.
- Delivered a business registry portal for a New Zealand government taxation service.

EARLIER CAREER

- AEM Tech Lead and engineering roles with Ingersoll Rand, Hinduja Tech, Qburst and TCS, including a **multi-language rollout to 15+ countries** and a digital campaign portal for the Prime Minister's Office, India.

EMPLOYMENT HISTORY

Apr 2025 - Present | Anchora Pty Ltd | Chapter Lead, Content and Digital Experiences

Apr 2022 - Apr 2025 | Slalom Pty Ltd | Senior Delivery Principal

Jan 2017 - Apr 2022 | Accenture Australia | Manager

Jun 2016 - Nov 2016 | Ingersoll Rand India | Senior Specialist

Jun 2015 - May 2016 | Hinduja Tech | Lead

Aug 2014 - Jun 2015 | Qburst Technologies | Senior Software Engineer

Nov 2010 - Jul 2014 | TCS | System Engineer