

Luke Shulver

PRINCE2 · BSc

Operations Manager, Labrys

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PROFILE

I'm a performance-driven operations, product, and delivery manager with more than 20 years across IT and technology leadership roles. My work is the end-to-end delivery of value-added technical solutions — translating business needs into products that actually ship. I pair that delivery focus with a business and financial analyst's eye, turning qualitative and quantitative data into decisions. And whether I'm talking to a board or a backend team, I can make complex technical concepts land with anyone. Right now I lead operations at Labrys, a frontier-tech consultancy, where I've made a habit of rescuing at-risk projects, building repeatable delivery, and reinventing how teams work with AI.

EXPERIENCE

Labrys

Brisbane

May 2023 – Present

Frontier-tech consulting & development studio building products across blockchain, AI, and fintech. Progressed through three roles in tenure.

Operations Manager

2025 – Present

- Built the technical team's standards, procedures, and common workflows — creating repeatable success no matter which project an engineer joined.
- Drove modernisation and simplification of the tech stack to create efficiencies and keep the team at the forefront of technology.
- Championed AI adoption by reinventing workflows around AI rather than forcing AI into old ones — demonstrating efficiency gains well beyond prior limited use and challenging the status quo.

Senior Project Manager

2024 – 2025

- Parachuted into failing and at-risk projects to rescue timelines and repair client relationships.
- Acted as an ardent client advocate, building long-term relationships that led to significant contract extensions and referrals.

Project Manager

May 2023 – 2024

- Delivered numerous projects end-to-end, including several market-disrupting products in the real-estate and legal sectors.

Happy HR

Product & IT Manager · Melbourne (remote)

2021 – 2023

HR SaaS platform.

- Owned the product roadmap: identified, prioritised, designed, and shipped all system enhancements and maintenance, balancing new features, tech debt, and maintenance through cost-benefit analysis.
- Overhauled the dashboard into a customisable, widget-driven interface, and delivered customisable on/offboarding plus legal and compliance checklists.
- Managed an external remote development team, introducing Scrum practices and tooling (Jira, Confluence).
- Implemented DevOps, security, compliance, deployment, and stability controls for a fast-growing company.
- Informed revenue strategy through product comparison and consultation with the CEO and sales — driving two baseline price increases and re-prioritised opportunities.

Sapphire Systems

Internal Project Manager · London

2016 – 2016

Following a period of world travel (2017–2020).

- Managed and scheduled all internal company projects, including a new VoIP phone system and contract/finance management upgrades.
- Sourced and introduced new sales and project-management applications for greater automation and integration with existing SAP Business One systems.

Level Up Australia Pty Ltd

Director / General Manager · Brisbane

2013 – 2015

Founder of a hospitality venture (hotel).

- Founded and ran the business end-to-end: business planning, process development, cost forecasting, marketing/PR, and full HR functions.

- Designed and built the website with online booking integrated to a custom back-end reservations system.

John Wiley & Sons Australia
Brisbane

2003 – 2013

Global academic publisher. A decade of progression from Systems Developer to Manager, Enterprise Development.

Manager, Enterprise Development

2010 – 2013

- Led a multi-disciplinary team of six developers, two project managers, and a business analyst (plus an offshore team via Tata), managing a \$4M application budget.
- Migrated core hosting for the ERP (JDE) to external vendors, cutting \$100k in annual costs.
- Established an Oracle data warehouse for senior finance reporting, reducing end-of-month close by 2 days.
- Migrated the in-house CORE ERP/CRM and all data to a US-hosted global ERP — a major business transformation — and outsourced warehousing systems to a third-party vendor.

Team Leader, eBusiness Systems

2008 – 2010

- Rolled out the corporate website and shopping cart, driving 200% year-on-year sales growth for five consecutive years.
- Led the Salesforce implementation (School, then Higher Education) — a Pacesetter Award-winning project later adopted as the company-wide global CRM.
- Implemented EDI for discount department stores (Officeworks, Big W), exceeding the DDS sales target by 140%.
- Launched studyon.com.au (an online study aide with question banks, grading, and progress tracking) and relaunched Jaconline.com.au as a fully dynamic system.

Business Analyst / Project Manager

2006 – 2008

- Gathered and analysed qualitative and quantitative requirements, acting as the conduit between management and development.
- Rolled out the Wiley Project Framework across Australia and implemented the ONIX standard for customer data feeds.

eBusiness Systems Coordinator / Systems Developer

2003 – 2006

- Earlier-career foundation in systems development and distribution.

SELECTED HIGHLIGHTS

\$100k/yr	cut by re-hosting core ERP systems to external vendors (John Wiley & Sons)
200% YoY	shopping-cart sales growth, sustained over 5 years (John Wiley & Sons)
140%	over target — EDI rollout to discount department stores (John Wiley & Sons)
Global CRM	led the Pacesetter Award-winning Salesforce rollout adopted company-wide worldwide (John Wiley & Sons)
AI-first	reinvented delivery workflows and rescued at-risk projects, driving contract extensions (Labrys)

CORE COMPETENCIES

Delivery & leadership:	End-to-end project & program delivery · Agile / Scrum · PRINCE2 · Team building & mentoring · Vendor & outsourcing management · Stakeholder engagement & negotiation
Product & technical:	Product management & roadmapping · DevOps, security & compliance controls · Tech-stack modernisation · API integration · System migrations & transformation
AI & data:	AI adoption & workflow reinvention · Business & financial analysis · BI & reporting · Data-driven decision making
Domains:	Frontier tech (blockchain) · Fintech · Enterprise ERP/CRM · SaaS · E-commerce

EDUCATION, CREDENTIALS & AWARDS

- 2010** PRINCE2 Practitioner — ALC Group
- 2001** BSc Computer Science (Honour Roll) — University of Queensland
- 2004** Graduate Certificate in Supply Chain Management — Deakin University
- 2009** Wiley Pacesetter Award — John Wiley & Sons
- 2004** EAN Supply Chain Management Scholarship — John Wiley & Sons