



BSB CONSULTING GROUP.

# NEWSLETTER

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### **Meet the Team. Discover the Method. Understand the Impact.**

Welcome to this edition of our newsletter, where we open the doors to who we are and how we work. In this issue, we take a closer look at our business; our purpose, our values, and the solutions we bring to our clients every day.

We will also walk you through our methodology – the structured, thoughtful approach that guides everything we do. By sharing how we think, plan, and execute, we aim to give you a clearer understanding of what sets us apart and how we consistently deliver value.

Finally, you'll also meet the people behind the work. We're proud to introduce our team members, highlighting the diverse expertise and perspectives that drive our success. From leadership to specialists, each individual plays a key role in delivering the results we stand behind.

We're excited to share our story with you.



# WHO WE ARE



Large-scale technology transformations consistently underdeliver. BSB Consulting Group was founded on a single mission: to change that outcome.

Most firms prioritize technology delivery and basic change management. BSB targets on what determines success, an organization's ability to align, operate, and adopt the new way of working.

We operate at the intersection of strategy and execution, moving companies from fragmented implementation efforts to fully integrated, high performing operating models that your people can execute so value can be realized.

# OUR APPROACH

## Stakeholder Engagement



## Business Readiness

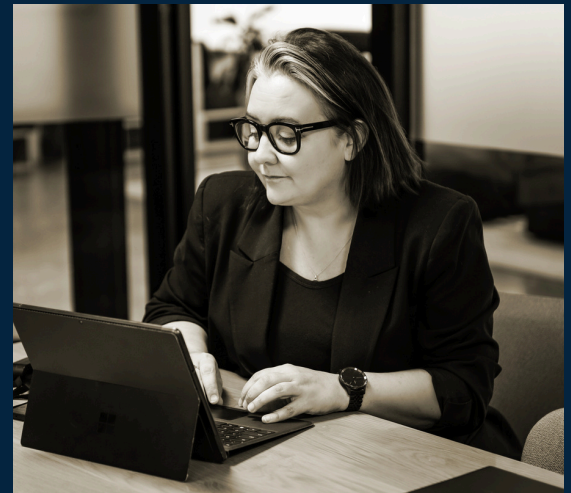


## Adoption & Integration



Our work is grounded in three defining pillars:

- **Stakeholder Engagement** – Making stakeholders active owners of the solution and change
- **Business Readiness** – Designing processes and operating models that work in reality, not just on paper and ensuring people have the skills they need to execute
- **Adoption & Integration** – Embedding new ways of working so transformation outcomes last



We reject the conventional approach to change management. We have shifted the focus from communications and training toward accountability, behavior change, and we help define ways of working that actually produce results.

The result is not just a successful implementation. It is an organization built to operate with clarity, confidence, and control in a technology landscape that grows more complex by the day.

At BSB Consulting Group, we don't just help you implement change; we help you realize the full value of it.

# BSB's Leadership



## Brandi Shuttleworth

### Founder & Principal

Brandi Shuttleworth is the Founder and Principal of BSB Consulting Group, a firm redefining how technology transformations are delivered.

In an environment where millions are invested in technology with uncertain returns, Brandi Shuttleworth has built her career on a simple but often overlooked truth: transformation success is not a technology problem, it is a business readiness and adoption challenge.

She brings a rare combination of strategic clarity and deep business understanding, with experience across the oil and gas value chain and a specialization in commercial trading and marketing. Her team helps clients unlock value by leveraging technology to its fullest potential and ensuring change is purposeful, performance-driven, and is committed to challenging stakeholders not to make technology change for change sake.

Brandi is known for her ability to influence at the executive level while remaining grounded in the realities of day-to-day operations. Her work centers on aligning leadership, driving accountability, and ensuring that systems are not just implemented but fully integrated into how the business runs and sustained over long periods of time.

Through BSB Consulting Group, she has pioneered a practical, outcomes-driven methodology built on Stakeholder Engagement, Business Readiness, and Adoption & Integration, a model that moves beyond traditional change management (training and communication) to deliver measurable results.

Her perspective is increasingly sought after by organizations looking to close the gap between investment and value and lead transformations that are practical and that stick.

## Christy Daurie

### Operations Manager

Christy is the Operations Manager at BSB Consulting Group, bringing a strong background in financial administration and business operations. With over a three decades of experience managing accounting, accounts payable and receivable, and payroll, she plays a key role in ensuring the organization runs smoothly behind the scenes. Christy is highly organized, detail-oriented, and known for her personable approach, supporting both internal teams and external partners with professionalism and care.

Her experience is rooted in her time at Foothills Pallet, where she managed full-cycle financial operations for 10 years. She later built and continues to run a successful photography business of over 20 years, applying those same operational and financial skills to sustain and grow her own company. At BSB, Christy maintains meticulous accounting records and supports efficient business processes.



# BSB's Consultants



## Dinesh Ratnayake

With over 15 years of experience in the energy trading sector, Dinesh Ratnayake specializes in ETRM implementation, commodity scheduling, and logistics optimization across complex energy supply chains. He brings deep expertise in ION RightAngle deployments and change management, helping organizations enhance operational efficiency and align technology with business strategy. Passionate about delivering practical, high-impact solutions, Dinesh supports clients through end-to-end system transformations with a strong focus on business readiness and execution.

## Josh Fitch



With over a decade of IT Implementation experience within the oil & gas industry, Josh specializes in supporting the change management efforts to seamlessly integrate complex IT solutions alongside the practical needs of the end user. Pulling from a Finance based background and a people-first approach, he aims to drive business readiness and user acceptance within any IT implementation environment.



## Brandy Bloye

With a background in entrepreneurship and training development, Brandy brings a practical, hands-on approach to supporting business readiness and user adoption. Brandy focuses on change management and training for large system implementations. She supports business readiness through training development, documentation, and user support, helping teams transition into new ways of working. With experience supporting a RightAngle implementation, she takes a practical, structured approach to making change more manageable and easier to adopt.

## Naomi Lee



Naomi is an Organizational Change Management and Business Readiness consultant with a background in Industrial-Organizational Psychology and a background spanning people analytics, behavioural science, and organizational effectiveness. She brings a data-driven, people-first approach to transformation, helping organizations adopt new systems and ways of working by bridging the gap between technical teams and business stakeholders. She focuses on driving adoption, improving decision-making, and delivering practical, sustainable change.



## Mackenzie Daurie

Mackenzie is a consultant with a background in psychology and social work who brings a people-centered approach to technology transformation and organizational change. She specializes in understanding human behavior and supporting teams through complex change initiatives. Mackenzie combines strong technical curiosity with a commitment to continuous learning, helping organizations adopt new technologies with clarity, engagement, and confidence.

# Contact Us!



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