

# Sasha Weiman

## Modern Work & AI Adoption Strategist | Microsoft 365 & Copilot

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### PROFILE

Modern Work and AI adoption strategist combining deep technical knowledge with a practical understanding of how people work. Partners with clients and service partners on education, governance advisory, and ongoing Microsoft 365 and Copilot enablement. Translates platform capabilities, permissions, and governance into clear guidance for leaders, IT teams, and employees.

### PROFESSIONAL EXPERIENCE

#### Sparrow Consulting

June 2023 - Present

#### Owner / Modern Work & AI Adoption Strategist | Microsoft 365 & Copilot

*Self-employed, working closely with partners and clients to drive adoption across Microsoft 365 and Copilot.*

- Provide education, Microsoft 365 and Copilot governance advisory, and ongoing enablement in close partnership with clients and service partners.
- Proactively monitor Microsoft 365 and Copilot changes and advise IT and change management teams on governance strategy, education, communications, and best practices.
- Apply deep knowledge across the Microsoft 365 suite to connect technical configuration, permissions, and governance with the everyday experience of employees.
- Translate complex Microsoft capabilities and technical decisions into clear explanations and practical guidance for leaders, IT teams, and end users.
- Help organizations connect applications and workflows across the suite, guiding how tools work together to support collaboration and productivity.
- Support adoption over time through role-based learning, hands-on guidance, and continued help as needs and Microsoft capabilities evolve.

#### Farm Credit Canada

June 2023 - June 2026

#### Independent Consultant / Product Analyst

*Client engagement through Sparrow Consulting, contributing to enterprise Microsoft 365 and AI adoption.*

- Contributed as part of a team to Microsoft 365 and Copilot readiness, aligning adoption plans with governance, security, and business priorities.
- Conducted one-on-one discovery sessions with users to understand individual and team workflows, identify challenges, and recommend practical improvements to their use of technology.
- Advised on responsible AI and data protection, and designed secure AI meeting practices and governance frameworks for Microsoft Teams.
- Delivered training and executive enablement tailored to user roles, built learning ecosystems, and equipped the internal adoption team for ongoing delivery.
- Modernized Viva Engage, supported the Microsoft Places rollout, and advised collaboration owners on permissions, governance, and long-term stewardship.

**AMTRA Solutions**

July 2022 - June 2023

**Adoption & Change Management Team Lead***Led adoption programs and mentored the adoption and change management team.*

- Designed ADKAR-aligned change programs combining communications, training, champion networks, and feedback loops.
- Coached employees, managers, and senior leaders through change and resistance, connecting adoption activities to business priorities.
- Tracked engagement, productivity impact, licensing return on investment, and Microsoft Adoption Score to inform program decisions.
- Mentored practitioners and established consistent delivery approaches across client initiatives.

**AMTRA Solutions**

July 2021 - July 2022

**Adoption & Change Management Practitioner***Supported Microsoft 365 adoption through change planning, governance, and learning.*

- Developed ADKAR-based change and communication strategies for employees and leaders, supported by targeted campaigns and training.
- Designed SharePoint environments and learning ecosystems using Microsoft 365 learning pathways and Viva Learning.
- Delivered training across Teams, SharePoint, and OneDrive, using blogs, videos, and communications to build awareness and capability.
- Assessed tenant governance and licensing, and used adoption analytics to identify gaps and recommend improvements.

**WBM Technologies Ltd.**

June 2017 - June 2021

**Consultant, Technology Experience & Enablement***Founding member of the Technology Experience Team. Joined WBM's Operations team in 2008.*

- Co-developed a Microsoft 365 consulting practice, including its vision, service model, and scalable delivery frameworks.
- Led research with thousands of users across executive, leadership, and frontline roles to inform adoption and change strategies.
- Advised on Microsoft 365 licensing and built Power Platform solutions to automate processes and improve workflows.
- Delivered tailored training and champion programs, and co-facilitated a Power Platform Enablement Course alongside Microsoft.
- Contributed to a Microsoft award-winning enterprise transformation and enablement strategy.

**CERTIFICATIONS & PROFESSIONAL DEVELOPMENT****AB-731** AI Transformation Leader**AB-730** AI Business Professional**AB-900** Copilot and Agent Administration Fundamentals**PL-900** Power Platform Fundamentals**MS-900** Microsoft 365 Fundamentals

Microsoft Service Adoption Specialist / Microsoft Customer Immersion Experience (CIE) Facilitator

**TECHNOLOGY****Microsoft 365 & AI:** Microsoft 365 Copilot, Copilot Chat, agents, Teams, SharePoint, OneDrive, Outlook, Planner, Lists, Forms, and Loop**Employee experience:** Viva Engage, Viva Learning, Viva Connections, Microsoft Places, and Microsoft 365 learning pathways**Automation:** Power Automate, Power Apps, Cowork, and ChatGPT Codex**Insights:** Adoption Score, Usage Reporting, and AI Insights