

Senior Product Manager / Owner

Accomplished and passionate professional with experience leading complex and large-scale transformation projects and implementing product management strategies for operational excellence.

Drive business value and outcomes through measurable business product management and transformation interventions, for both traditional and Agile deliveries. Skilled in assessing product requirements and existing strategies to determine the right approach. Aptitude to develop functional UX designs and roadmaps based on analysis of product requirements and liaising with stakeholders. Ability to focus on detail and document functional requirements. Capacity to own responsibility for project managing the delivery of key project requirements, critical enhancements, and implementing required processes for continued improvement. Strong project management experience structuring and delivering complex initiatives. Expertise in transformational change team building, emphasising driving measurable business results.

Areas of Expertise

- Agile & Waterfall Delivery
- Product Roadmap
- Project Leadership / Vision
- Product Ownership
- Problem Solving
- User Experience
- Relevant Degree
- Analytical Skills
- Presentation Skills
- JIRA / Confluence
- Stakeholder Management
- UX Design
- Business Transformation
- SCRUM
- Resource Allocation
- Software Engineering Management
- User Stories

Accomplishments

- Executed a strong delivery framework across multiple projects, including the company's flagship ERP product, providing vision, leadership and support to key stakeholders and employees.
- Ensured accurate delivery of all business-required product features, with successful user centred design principles and accessibility standards.
- Enhanced performance of cross-functional teams, product stability and design/development strategies by re-organising resources and project discovery methods.
- Reduced 20% operating costs by increasing business values from new features, simplifying planned development works, improving automation processes, and implementing a design framework to enable reusability of features across the organisation.

Career Experience

IntelliCentrics MedTech Software (Manchester) - Senior Product Owner

Aug 2022 – Present

Shortened project delivery date and product quality score, by leading global teams of developers, designers and managers (across USA, South America and UK). Revised UX designs for the core ERP product, by assembling new teams and processes which led to a more functional product, with additional features and better team and commercial confidence level. Centralised customer portals into a global customer hub. Redeveloped design and planning model for company-wide project planning. Maintained delivery team of 20+ with \$1.5M budget.

- Maintained productive business relationships with regional business heads as a trusted delivery partner.
- Ensured business continuity during significant business change through implementation of strong business processes (Agile/SCRUM framework).
- Enabled greater project planning confidence by piloting a workshop-first model which gathered and developed requirements for multiple core products.
- Established project delivery against business cases by the way of new project delivery processes.
- Achieved vast improvements in team morale reducing staff turnover risks.

Regit.Cars Automotive (Alderley Edge) - Head of Product & Partnerships**Jan 2021 - Aug 2022**

Headed Existing & New Product Development Initiatives for B2C Automotive Publishing Project. Led New Project Development for Partner-centred B2B Data Products and owned key partner accounts (Initially 6-month part-time Contract, with 2 extensions on a full-time basis). Headed a business transformation project including re-architecting core pieces of software, the 1000 page publisher website, as well as other innovative products to support new business efforts. Identified new methods for project planning, research and discovery of desired product features. Creating and leading the product Roadmap and Delivery plans across all products and services.

- Advised Directors on product vision and strategy, making key decisions independently and managing cross-functional teams.
- Hosted client-facing workshops for the development of new products, communicated product vision to C-suite clearly via presentations, product demos and decks to demonstrate business value.
- Led User Research efforts and implemented new methods for data collection and analysis.
- Took an active role in the UX process and with Technical Teams, improving user journey retention and conversion rates across the board.

Ping Identity Management (Silicon Valley - remote) - Senior Product Manager**Jun 2021 – Aug 2021**

Measured impact on EU teams and implemented a product development strategy by managing a Greenfield Marketing Communications Programme for rollout across the EU (3-month Contract). Enabled new lead acquisition strategies by delivering migration approaches supported by design, development and commercial stakeholders. Led and trained UX teams on new processes. Created test plans routed in customer data, response plans for A/B test results, and feedback strategies allowing the client to ship new marketing solutions weekly rather than monthly.

- Utilised resources effectively by defining and executing robust product management processes
- Successfully delivered a method of continuous iteration and improvement using data insights

Couchbase Plc Software (Silicon Valley - remote) - Senior Product Manager**Apr 2021 – Jun 2021**

Accomplished marketing separation of EU marketing teams from the US team by conceptualising and implementing a new product strategy for Marketing Communications (3-month Contract). Delivered training and comms to operational marketing and design teams to facilitate the embedding of change. Assured pre-authorisation of all strategies, allowed templates and assets with European business heads and US leadership. Implemented new agile processes for self-managing teams to successfully deliver regular iterations of the product on a monthly basis.

- Designed and delivered training for Middle Management, head office and frontline staff.
- Engaged regional teams to uptake new and more efficient strategies.
- Shortened the time required to design, approve and launch a marketing campaign by a factor of 3x.
- Enabled new systems rollout which impacted clients with a value \$38Mn annually.

Shepherds Friendly Building Society (Cheshire) - Senior Product Manager**Dec 2020 – Jan 2021**

Successfully delivered the project in record time. Providing strategic guidance and workshop sessions to the Board of Directors to quickly and successfully unblock a project which had been too complex to move forward with for 12 months (3-month contract). Prioritised and planned new online initiatives which created confidence across all departments and a willingness for change. Championed adoption for modern UX concepts and enhanced Accessibility standards. Attained buy-in required by engaging leadership for each key decision required to drive the benefits of the project.

- Met business requirements by closely working with stakeholders and driving adaptations with group workshops and training sessions.
- Provided strategic guidance to all outstanding stakeholder issues to unblock the project and onboard new team members who were required to achieve the ambitious goals

Additional Experience**Senior Product Manager, Cyber Security, Palo Alto Networks, Silicon Valley, 2021****Product Manager, Construction Tech, Lane End Group Plc, Cheshire, 2020****Product Manager, Tailored Challenger Bank, Manchester, 2019 – 2020****Product Management Consultant, Hasha Tech, Manchester, 2018 – 2019****Product Manager, Blockchain, Blockledger Development Company, Manchester, 2017 – 2018****Digital Project Manager, Music and Intl. Media Agencies, Modern English Digital, Manchester, 2017**

IT Project Manager, Citrus Manchester Digital, Cheshire, 2013 – 2016

Education

B.A Business Management and Entrepreneurship

Newcastle Business School, Northumbria University, Newcastle

Three 'A' levels (Maths, Economics and Physics)

Altrincham Grammar School for Boys, Cheshire

Interests Outside of Work

A keen musician, member of entrepreneurship groups and engaged in academic research with Salford University. I have developed an autonomous vertical farming solution as a passion project, travelled Alaska on a dogsled expedition, and competed with a local football club.