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- ❖ Inspiring Product Manager with strong product vision, delivery and communication skills
  - ❖ Employs user personas and defines suitable strategies to deliver innovative customer centric, data driven products
  - ❖ A supportive team leader with an open, trusting and outcome oriented management style
  - ❖ Translates customer requirements to design teams and developers and technical issues to less technical audiences
  - ❖ Collaborates with data scientists to provide insights to validate opportunities or guide product discovery
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## **Technical Product Manager** (March 2016 - Present)

**StepStone.com**

**Responsible for an automated content scraping and publication pipeline to deliver personalised content and increase customer engagement, whilst delivering rich business insights for analysis.**

- Works in an Agile (Scrum) environment building a unique product to source and publish content for:
  - Customer engagement across traffic, search, registrations and applications
  - Business intelligence to inform sales and support strategic decision making
- Uses data, provided by data scientists or self service (via power BI, Adobe Analytics) to test hypotheses and understand user behaviour, to drive product discovery
- Confident team leader delivering incremental business value building lean products (MVP / MMF)
- Laser focused on objectives and outcomes whilst able to build supportive relationships
- Takes ownership of operational issues and mitigates risks, including the impact of new feature releases
- Constructively challenges activities and behaviours not aligned to the teams goals and OKRs
- Has built a performance culture giving the team the space, authority and support to deliver outcomes

## **Entrepreneur (side-gig)** (2013 - 2021)

**molmo.co.uk**

**Import and online sales business for coffee products**

- Created an Amazon FBA business with own brand products
- Built 10 product lines with sales of £40k+ annually
- Scaled business to the US and EU

## **Product Director (US, EU, ANZ)** (Sep 2013 - Oct 2015)

**Capezio.com** (see portfolio)

**Managed the re-platform, re-design and UX of the global Ecoms and content hubs for USA's most iconic dancewear manufacturer and retailer with a \$100m global turnover**

- Established clear customer personas, with the help of external user research, against which to build and test the roll out of the new ecommerce platform, content hub and rebranding
- Managed an external provider to deliver a new e-commerce platform using Magento
- Regularly met with online and retail customers to understand customer behaviour, identify pain-points and business opportunities – eg: Shoefitr to reduce returns, Quick View and improved content to increase conversion and build brand authority to maintain a premium price point
- Identified user personas and built “Spotlight” a ‘product-meets-content’ hub, using Wordpress and Amplience, to support marketing and sales initiatives with highly targeted, shoppable content for new product launches, back to school events or dancer related news
- Measured results through KPI data – search, conversion, cart abandonment, newsletter engagement

## **CPO - Founder** (Sep 2011 - Aug 2013)

**BlinkCollective** (see portfolio)

**An online marketplace to buy and sell ‘Experiences’ - sole founder, vision and CPO**

- Startup Accelerator alumni (Ignite100). Raised £100,000 seed investment
- Complete end to end ownership of the product vision, product development, content and social strategy
- Project managed the development of a user generated content, two-sided marketplace
- Business model required scaling content owners and supporting them with a heavy feature set of tools to manage: listings, communications, bookings, calendars, payment and reviews
- Managed and mentored a team of 4 direct reports – developers and business development
- Became the UKs biggest experience website with over 750 experiences in 12 months
- ★ **Webuser Magazine - Best New Website - “Superb, impossible to fault in terms of design, content and features”**

**CPO - Founder** (Jun 2008 - Sep 2011)

**MyFriendsHotel** (see portfolio)

**An early startup competitor to Airbnb**

- Lead product discovery, vision and product development as well as business growth
- Built a two sided marketplace for travel and accommodation achieving a presence in over 60 countries and thousands of members from 92 countries
- Lead content strategy, creation and social media initiatives to build strong brand engagement and thousands of Twitter followers

★ **Sunday Times Travel Magazine - Top 10 Travel Websites - "One to Watch"**

**Product Development Manager** (Sep 2006 - Apr 2008)

**FremantleMedia** (see portfolio)

**DVD production – product vision, design, content and project management**

- Responsible for budgets, deadlines, production values, UX, visual graphics and quality control
- Content creation (documentaries / interactive games) - interviewed, filmed and edited bonus content
- Worked with major brands such as Universal Pictures, Channel 4, Thames Television, Talkback

★ **Play.com, X Factor Interactive** (consumer review) - "...It's probably the slickest DVD game I've ever played"

**Senior Producer: Freelance** (2003 – present: Freelance Work)

**SecondParallel.com** (see portfolio)

**Responsible for digital media content for SMEs**

**Web Developer:** project manager, developer, designer

**Video Producer:** producer, interviewer, director, cameraman, editor

**Content Director:** Ideation for content, games and creation of bonus material

- Worked with business owners, brand managers, directors and series producers to create digital content

**Business Development Director** (Sep 2003 - Feb 2004)

**Metropolis Production, Paris**

**Responsible evaluating market opportunities for Metropolis UK**

- On-site market evaluation for European expansion but plans were halted based on my findings

**DVD & Content Producer** (Sep 1999 - Jun 2003)

**FremantleMedia, London**

**Responsible for content and project management for all UK and International DVD releases**

- Produced hundreds of DVDs on time and on budget with no product recalls or delays to market
- "Making Of" DVD features – including 75+ Interviews e.g. Michael Palin, Julie Walters, Terry Gilliam
- Winner of 4 industry & consumer awards

**Graduate Trainee / Executive Assistant** (Sep 1997 - Aug 1999)

**Pearson Television, London**

Business	Creative	Web	Social Media	Computing
Ideation Product Vision Product Strategy Metrics / OKRs	Photography Videography Final Cut Pro Photoshop	UX Wordpress Web Design CSS / HTML	Content Creation Email Marketing Social Media Strategy	MS Office Power BI SQL Google / Adobe Analytics
Personal Skills		Sports		Interests
Fluent French Full Motorbike / Driving License Advanced PADI Diving Certificate Windsurfing RYA Level 2		Skiing Cycling Swimming Tennis		Innovation / Design Travel / Culture Nature / Environment Cooking / Health / Fitness
Educational Qualifications				
BA(Hons) European Business with French Diplôme Universitaire de Technologie (DUT) Certificate in International Business Practice			Nottingham Trent University, England University of Nantes, France Nottingham Trent University, England	