

15 years in Digital: Agile Product-Service Designer, Transformation Consultant, Delivery Lead & Business Analyst

Industries: Experience in data driven SasS start-ups, SMEs, global orgs and Government across a huge array of sectors

Certified: Product Owner, Scrum Master, Agile Project & Change Manager, Business Analyst & Lean 6 Σ Green Belt Practitioner

PROFESSIONAL SUMMARY & CORE COMPETENCIES

- *High profile:* versed in transforming business digital services across multiple subject areas in fast-paced environments
- *Love product:* proven hands-on full product life cycle lead, end-to-end ownership from concepts to benefits realisation
- *Visionary:* track record user-centric big picture digital service strategist with a focus on a pragmatic and optimised delivery
- *Agile evangelist:* accustomed to champion agile, build & optimise teams, instil good working practices & governance
- *Collaborator:* strong team player, natural problem solver that can drive through clear decisions with validated insight
- *Natural leader:* savvy project lead, able to manage complex stakeholder relations & bring leadership mindset to situations

EXPERIENCE

Career Break | Jan '21 – Apr '21

Product Manager | Dept. for Business, Energy & Industrial Strategy (BEIS) | Nov'20 – Jan' 21 (contract)

The recognition of professional qualifications and regulation of professions, a directorate of BEIS, is there to support professionals, their industries and recognised qualifications in the UK

Complete on a Discovery, determine the service design of a new digital register, design and build out alpha prototypes: Concluded on a Discovery extension, determined the high-level design of the new service, established its core capabilities, and mapped out / executed the design-build of alpha prototypes (which passed GDS Alpha assessment) in a fast-paced collaborative environment with a 3rd party digital agency

Digital Lead & Product Manager | Medicines & Healthcare products Regulatory Agency | Apr'18 – Oct' 20 (contract)

Clinical Practice Research Datalink (CPRD), a division of MHRA, is a real-world research service supporting retrospective and prospective public health and clinical studies

Devised a concise strategy and approach to transform CPRD's Interventional Research Services Platform to be notably the leader in randomised clinical trials:

- Designed and steered a user-centric capability-driven strategy to deliver an on-track £2m service enhancement programme
- Lead a successful procurement to onboard 2 development suppliers & drove through a strong collaboration delivery strategy
- Built-up a multi-disciplinary team, championed agile, instilled agile best practices, governance & optimised ways of working
- Led the end-to-end product lifecycle process, acted as a user researcher, BA, content and UX designer, and product manager
- Drove through a strong capability-feature prioritisation plan, CFS and KPI focused, that saw a successful and smooth roll-out of several new core capabilities. This included data-driven user portals that provide enhanced monitoring analytics, APIs and Salesforce integration with service proprietary systems, full automation of registration and payment modules
- Designed and implemented new business processes to support above capabilities making significant internal cost savings
- Delivered well-orchestrated progress updates to C-suite executives and be praised for an on-target-budget showcase project
- Undertook an in-depth discovery to validate the potential to combine 5 products

CRM Product Manager | Department for International Trade (DiT) | Jan '18 – Apr '18 (contract)

A central data hub cloud CRM service to support UK trade and investment worldwide

Designed & implemented new digital CRM capabilities to provide DiT 3,000+ staff in over 100 countries and partners with information and key insight to manage business relationships and deliver UK export and investment wins:

Delivered against an aggressive timeline of new CRM capabilities to provide a single view of business interactions across Government

Digital Product Manager & Delivery Lead | HMRC | Aug '17 – Dec '17 (contract)

A transformation of digital customs services in-line with Brexit strategy

Set-up and run several BREXIT projects in Discovery and Alpha for HM Customs Import / Export Service and install Government Digital Service (GDS) best practices and ways of working:

Working within the SAFE Agile Framework, I led 2 Discoveries and Alpha in the design of a new and complex cloud UK Customs Import & Export Services, implementing and mentoring on GDS, embedding agile in multi-disciplinary teams

Digital Delivery & Transformation Consultant | Methods Digital | July '15 – Aug '17 (perm)

A digital consultancy company that provides a range of end-to-end digital transformation services

Digital Product & Transformation lead in the set-up and running of complex and high-profile digital programmes across UK Government:

- **Dept. of Education – Skills Funding Agency:** Led a 12+ full cross-functional agile team to deliver on the next phase of the provider funding and conciliation contracts digital service in line with the UK Government's Digital by Default Service Standard. Injected significant governance and best practice into the process to increase velocity, service quality and deliver a high-performance team within a SCRUM/Kanban environment within weeks. Directed several discoveries to drive future service roadmap products, mentor and transfer knowledge to team members to improve capability and performance
- **HM Land Registry:** Delivery lead to validate their strategic ambition and roadmap, their capacity, capability, and technological infrastructure to enable this vision. Undertook a detailed holistic analysis to recommend a programme of change and robust operating model to support and survive an aggressive 5-year development and growth plan
- **Department of Work & Pensions:** Led the business analysis of customer needs, service outcomes, capability needs and technology landscape of 26 service lines across the department. The findings of which underpinned a strategic action plan and roadmap for the transformation of the department's legacy technology to the digital age. Such a plan led to an executive review and realignment of their transformational priorities over the next 3 years
- **Scottish Government:** Led the project to set-up the Scottish Government's strategy for the digital transformation of public services, the full discovery for the new Social Security service for Scotland and the first 3 digital transformation discoveries of licensing, civil legal, dispute resolution services and the information-sharing capability across the Scottish criminal justice system. Led an agile team to develop a Social Security cloud prototype
- **National Health Service England:** Digital transformation advisor and product owner of a new nationwide NHS Quality Surveillance portal to monitor the clinical performance of hospital services across the UK to improve patient care
- **University of Surrey:** Designed and developed a revolutionary new android Tablet app for pathologists to record results of animal post-mortems, in conjunction with the Veterinary School of Medicine
- **The Home Office:** Assisted in the analysis for the HO to move their active directory of over 3,000 staff to cloud platforms

Digital Product Manager | Department of Energy & Climate Change (DECC now BEIS) | May'14 – Mar '15 (contract)

A UK Government self-servicing energy efficiency programme assessment tool to determine eligibility of home energy grants

Designed and drove forward an end-to-end and engaging consumer-centric digital journey that brought together all of the many and varied Government Household Energy Efficiency (HEE) programmes within DECC:

- Led a multi-disciplinary agile digital team to deliver on a new Government digital service; a self-service tool to determine the eligibility for many of HEE grants
- Commissioned consumer insight research, undertook detailed primary user research as well as collated and disseminated existing research to deliver on evidence-driven user personas, user stories, prioritised backlog and MVP
- Instigated and engineered a flagship approach to cohesive working across BEIS, through engaging the entire department with a highly visible consumer journey to help drive needs evidence and requirements, adhering to GDS standards in the approach

Digital Product & Delivery Manager | Imprima | Nov '13 – Apr '14 (perm)

A leading data rooms and financial documents provider; helps financial organizations to complete global transactions

Delivered on setting up Product Management and Agile SCRUM processes; executed and managed release cycles:

- Outlined a visionary product strategy for Imprima. Developed a strong customer-focused product roadmap to support the vision, prioritized roadmap and releases, managed in JIRA. Identified gaps in core product (iRooms) functionality, designed complex features to deliver on a more enhanced competitive offering, Launched iRooms on mobile and tablet
- Joint role as SCRUM Master and Product Owner to set up and roll out product and agile processes, which including mentoring, training in agile delivery across all teams across Europe and removing barriers to help them to deliver
- Undertook detailed competitor and market analysis to ascertain clear threats and opportunities, from pricing, product, technologies and market trends through to positioning and messaging. Outlined clear recommendations on the next steps. Built mechanisms to capture customer insight to understand customer behaviour, perceptions, thoughts on products, the business and competitors. Presented strategy, vision and approach at Board Level for approval and signoff

Product Delivery Manager, High-Tech Transactional Services (HTTS) | Atos Worldline | Jul '12 – Nov '13 (perm)

A leading global IT company delivering consultancy, systems integration, transactional and managed services

Delivered on various projects in end-to-end services for critical electronic transactions and instilled best practice:

- Built strong B2B/C £Ms businesses cases supported by strong analytics & customer research in Common Transactional Services Platform, Managed Payments UK, eGov –Ethos Authenticator, Transport – UK Train Companies CRM system to MS Dynamics, Transaction Schemes & Self Services–Hotel B2B Booking Platform & Express Reception
- Delivered on a new idea investment process for HTTS from idea conception to project approval, directed and guided other Product Managers to deliver on short term projects & product strategic roadmap
- Championed the delivery of collaboration software in HTTS and global product offerings into the UK

Product Manager / Champion | LexisNexis (A Reeds Elsevier FTSE100 Company) | Dec '11 – July '12

A leading global provider of specialist information and professional services to the legal community worldwide

Delivered on a new digital legal intelligence product for law firms; responsible for budget & project resources:

- Spearheaded research and innovation for LexisNexis Visualfiles workflow offering
- Delivered on a well-received business case for this multi-million-pound revolutionary collaboration solution tier law firms nationwide which included the full proposition and investment summary
- Drove forward & directed a team of experts to deliver on all aspects of this solution from customer insight, functional requirements, wireframe prototype to cost-benefit analysis exercises & reporting to senior leadership

Product Manager | Ascend Worldwide (A Reeds Business Information Company) | Dec '09 – Dec '11 (perm)

A leading SME provider of specialist information and consultancy services to the global air transport industry

Designed and executed the digital global product roadmap for the financial, leasing and insurance verticals worldwide:

- Researched, designed & launched Data Feeds globally and a revolutionary financial workflow product, Aviation Exchange; two successful products that embed further into user core business processes
- Analysed and mapped user needs and journeys into product concepts and stories / light specifications; delivered fresh workable wireframe designs and rapid prototyping to iteratively feedback with users to deliver faster MVP to market
- Maintained geographically dispersed team synergy through open dialog and constant collaboration to ensure effective direction and cooperation of US, Asia & UK teams to deliver product roadmap on time
- Designed & delivered precise launch plans, user guides, test scripts & schedules; owned the project cycle from conception to launch with associated project risks & issues; prepare sales teams to hit growth margins
- Introduced a companywide Agile NPD process for rapid prototyping to market and delivery of new solutions

Group Product Manager | Creditsafe Group | Jan '07 – Feb '09 (perm)

Provider of online B2B business & financial information provider globally

Shaped digital roadmap, sourced new customer propositions, drew up business cases, launched viable commercial initiatives and developed the company's pan-European expansion and branding through new market identification and growth opportunities:

- Kept abreast with user habits, behaviours, and feedback to propagate digital product roadmaps and drive strategic direction
- Converted the vision into digital product solutions that smashed projected sales targets on release; products such as Media Solutions, Data Cleaning & Heath Check, B2B Premium Data Lists and core products into Europe
- Protected margins and ensured high profitability through clear price matrices and industry landscape research
- Delivered pricing & profitability guideline, sales & marketing literature to reinforce execution of roll-out plan
- Closely mentored sales units to manage performance against the business case. Captured, tracked and responded to KPI and operational metrics to ensure launch success
- Researched and presented findings on new and emerging markets that detailed entry and execution and delivered the right product portfolio against each country schema that hit top-line revenue projections

Product & Marketing Manager | Marketsafe & Creditsafe UK | Jan '06 - Jan '07 (perm)

Start-up provider of B2B online direct marketing and business reporting information (part of Creditsafe Group)

Developed, implemented and launched end-to-end products, planned and measured commercial outcomes:

- Stole considerable market share through an innovative product strategy and a fresh features roadmap to market
- Owning the P&L in the live environment meant steering the business to boast over 3,000 new customers in year 1
- Sales targets met through sound product launch plans, pricing, training, promotion and market positioning
- Hit retention targets through clear product vision, smooth execution of business plan & new feature releases
- Championed USP, capitalised on FABs and advocated value with clear communication through all channels
- Followed industry trends and sourced strategic product partnerships to enrich online and offline product offering
- Maximised value of targeted acquisition and retention initiatives through customer segmentation and profiling

EDUCATION & QUALIFICATIONS

British Computer Society	07/15		Diploma: International Business Analysis	Pass
APMG International	04/15		Certified: Agile Project Management Practitioner	Pass
Knowledge Academy	03/15		Certified: Lean 6 Sigma Green Belt Practitioner	Pass
APMG International	03/15		Certified: Change Management Practitioner	Pass
Scrum Alliance	07/13		Certified: Agile Product Owner & SCRUM Master	Pass
APMG International	02/07		Certified: Prince II Project Management Practitioner	Pass
University of Wales	09/06	- 06/07	Diploma: Professional Postgraduate in Marketing	B,B,C
University of Glamorgan	04/05	- 08/05	NVQ3: Business Start-Up	Pass
Official Language School, Spain	09/01	- 05/03	Diploma: Superior Spanish Course for Foreigners	Pass
University of Liverpool	01/96	- 12/96	MSc: Advanced Scientific Computation	Pass
University of Salford	10/92	- 06/95	BSc: Computer Science (Hons)	2 nd
Coleg Glan Hafren, Cardiff	09/89	- 06/92	A' Levels: Computer Science, Law	B,C
Rumney High School, Cardiff	09/83	- 07/89	GCSE's: Nine	A - C