

SKILLS

Product management (B2B & B2C).
Proven team leadership in start-up, scale-up, and enterprise companies.

Self-starter with a track record of working on complex products with little guidance.

Strong interpersonal and communication skills.

A solid understanding of UI and UX principles.

Extensive technical product management & software architecture experience.

Proficient in Agile and SCRUM practices.

Data analytics, BI, data warehousing, ETL & ELT, JavaScript, SQL, AWS, Python, PHP, Jira, Figma & Sketch.

EDUCATION

General Assembly

Product Management
July 2017

OLEVI

Leadership
2016

University of Cumbria Lancaster

PGCE Geography
September 2010 - 2011

Sheffield Hallam University

BSc Human Geography (2:1)
September 2006 - July 2009

Huddersfield New College & The Brooksbank School

1997- 2004
A-Levels & GCSE's inc. English and Mathematics

EXPERIENCE

Arbor Education

Head of Artificial Intelligence

June 2024 - present

NHS England via Aire Logic

Product Consultant (Contract)

June 2023 - June 2024

- Led the development of a new COVID & Flu national booking system (aimed at saving ~£2m in existing contracts).
- Establishing the COVID National Booking System data & integrations strategy for 2024

Medicus Health

Head of Integrations

June 2022 - July 2023

- Achieved product-market fit with the company's API partner ecosystem, developing the clinical safety and accreditation process from scratch.

Matillion

Group Product Manager

Jan 2022 - June 2022

I left Matillion after being headhunted by Medicus Health

- Line Managing a team of Product Managers.
- Creating a market evaluation for a potential new data transformation product.

Arbor Education

Lead Product Manager

Sept 2018 - Jan 2022

- Leadership of the "Data" and integrations product team, including line managing a team of 3 Product Managers.
- Developed team processes, success metrics, OKRs, recruitment, onboarding and career progression frameworks.
- Taking Arbor's B2B2C app, from MVP to product-market-fit.
- Led several cross-functional initiatives aimed at increasing ACV, reducing churn to < 5%, and increasing NPS.
- Working closely with Sales and Product Marketing to increase win rate to > 60% (deals closed vs all competitors).
- Defined P&L forecasts & target operating models to secure funding for team expansion and product development.

INTERESTS

I love a side project! I'm always tinkering with new product ideas, and figuring out how to solve problems.

Most of my time is spent with my young son and family.

I also enjoy running as a way to keep both physically and mentally fit.

I enjoy listening to live music whenever possible.

Arbor Education

Senior Product Manager

February 2017 – Aug 2018

- Working with senior stakeholders to develop company processes, product release frameworks, product principles, and OKRs.
- Driving user retention and adoption, identifying and closing commercial risks on flagship modules within 6 months.
- Removing product blockers to increase customer win rate (200%) and NPS across key user personas.
- Conducting user research, defining & shipping MVPs, wireframing, user journey mapping, writing, and refining user stories.
- Working with a remote engineering team. Leading technical implementation including architecture.

Street Score (Side Project)

Founder

May 2020 - Nov 2022 (on hiatus)

StreetScore was a B2C iOS & Android app that gives prospective home buyers information about their new neighbourhood

- Developing and launching both the iOS & Android apps.
- Creating all marketing and promotional materials.
- Technologies used: PHP, React Native, Python, AWS, SQL, data science & big data.

Aspire

Co-Founder

Mar 2015 - Feb 2017

- Managing the development of 'Aspire', a cloud-based software package that brings siloed data into a single system.
- Presenting the product vision to senior stakeholders, including Trust CEOs and Members of Parliament.

Kirklees Council

Teacher & Middle Leader

Sept 2011 - Feb 2017

- Leading the Humanities curriculum across a group of schools.

Freelance Software Developer

2003 - 2018

- Developed several projects for local businesses and school trusts

References available upon request