

15+ years in digital: AI-driven Product-Service Designer, Transformation Consultant, Delivery Lead & Business Analyst

AI: MIT-certified AI product designer, Distinction-awarded MSc Psychology AI-human interaction & empathy design thesis

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

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

PROFESSIONAL SUMMARY & CORE COMPETENCIES

AI-driven: Applied AI to product strategy and service delivery, embedding AI-assisted guidance in government services.

Digital transformation: High-profile track record in transforming business digital services in fast-paced environments

Product management: Effectively steer the entire product lifecycle, from inception to tangible benefits realisation

Strategic vision: User-centric digital service strategy with a pragmatic and optimised delivery focus, niche in GDS

Agile leadership: Champion agile methodologies, team building and optimisation, & establishing good working practices

Collaboration: Strong team player with natural problem-solving skills and drives clear decisions based on validated insights

EXPERIENCE

- Professional Development | May '24 – To date

Completed an intensive, high-impact professional evolution, earning a Distinction-awarded MSc in Psychology and seven nationally accredited diplomas. Now fully qualified to practise as a Holistic Well-being Practitioner, with a significantly diversified skill set across Mindfulness Teacher Training, Life Coaching, Reiki Energy Healing, and multi-modal Hypnotherapy approaches. This broadening of expertise has redefined the breadth and depth of my capabilities, enhancing my ability to lead empathic, psychologically informed (AI) product and digital service strategies, as well as high-trust, performing teams - bridging human insight with innovation - and strengthening contracting resilience by diversifying beyond digital into psychology-informed, people-facing domains.

Product Manager & Delivery Lead | HMRC | Feb '24 – May '24 (contract)

A GDS-style Discovery & alpha to unify UK personal tax services for 21M+ registered users into a seamless platform.

Led a full GDS Discovery to overhaul the Personal Tax Account for 21M+ users, tightening tax compliance and clarifying obligations. Set the product vision, MVP, and Alpha roadmap to embed proactive, context-aware guidance driven by AI/ML triggers—cutting avoidable errors and pre-empting compliance failures. Delivered service blueprints, HMRC-aligned risk and assurance, and positioned the Alpha for live prototyping with measurable behavioural outcomes.

- Planned Career Break | Jan '23 – Feb '24 (2 months applied AI course, started p/t MSc Psychology, renovating houses)

Product Manager | Care Quality Commission (CQC) | May '22 – Jan '23 (contract)

The creation of a new regulatory platform that transforms how CQC operates- delivers services to the public & care providers.

Drove a major transformation workstream for CQC's new regulatory platform, shaping scope, service design, and backlog delivery in a GDS-style environment. Migrated the Contact Centre from a legacy CRM to Microsoft 365 with user-centred improvements, and enabled CQC's move toward AI- and data-driven regulatory intelligence by creating data-ready workflows for automated monitoring and risk-flagging. Streamlined and partly automated safeguarding and whistleblowing pathways to improve response times and public safety.

- Contract Break | Oct '21 – May '22 (Down tools due to loss of a family member, and travelling)

Product Manager | Dept. of Health & Social Care - NHS England | Sept '21 – Oct '21 (contract)

The planning and performance dashboards provide the official national statistics source for the COVID vaccine programmes.

Administered the backlog completion of a program (using Azure DevOps) that integrated several crucial data-driven reporting components.

Product Manager | Dept. of Health & Social Care - NHS Digital | May'21 – Aug '21 (contract)

The transformation of the medical device ecosystem, using data to help people get the best care & support NHS staff.

Championed several Alpha prototypes in the medical device sector by effectively collaborating with diverse administrative units and user demographics to ascertain requirements. These initiatives aimed to enhance NHS services, directly focusing on improving patient outcomes. Pivotal in implementing and promoting robust product management and service design practices, methodologies, and approaches in alignment with GDS service design principles.

- Contract Break | Jan '21 – May '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 and overseas.

Completed a Discovery, determined the service design of a new national digital register and built Alpha prototypes:

Key Discovery outcomes were achieved within a dynamic, collaborative setting with a third-party digital agency. Instrumental in determining the new service high-level design blueprints, establishing its core capabilities, and orchestrating the design-build process of Alpha prototypes through Azure DevOps. These prototypes successfully passed the GDS Alpha assessment, testifying to our effective teamwork and rapid execution.

Digital Lead, Product Manager, BA | 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.

Developed a concise strategy and approach to transform CPRD's Interventional Research Services Platform into a leading force in randomised clinical trials:

- Directed a user-centric, capability-based strategy, aptly managing a £2m service enhancement programme on schedule.
- Successfully procured and engaged two development suppliers, fostering a robust collaborative delivery strategy.
- Built and led a multidisciplinary team, instilling agile methodologies, best practices, and optimised workflows.
- Managed the entire product lifecycle process, using Jira, taking on roles such as PM, BA, user researcher and content/UX designer.
- Implemented a robust capability-feature prioritisation plan driven by CFS and KPIs, facilitating a smooth rollout of new core capabilities, data-driven user portals, APIs, Salesforce integrations, and automated registration payment modules.
- Designed & instituted new business processes to enhance the above capabilities, resulting in significant internal cost savings.
- Consistently provided detailed progress updates to C-suite executives and received a commendation for delivering a showcase project on time and within budget.
- Conducted a thorough feasibility assessment for consolidating five distinct 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 and implemented digital CRM capabilities to empower 3,000+ DiT staff across 100+ countries and partners, facilitating business relationship management and driving UK export and investment wins:

Delivered new CRM capabilities on schedule, providing a unified view of government-wide business interactions.

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

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

Managed BREXIT projects in Discovery-Alpha stages for Customs Service, implementing GDS best practices:

Led 2 Discoveries and Alpha phases within the SAFe Agile Framework for designing a complex cloud-based HM Customs Import & Export Services in the UK. Implemented GDS practices while mentoring teams & embedding agile methodologies.

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 the UK Government:

- **Dept. of Education – Skills Funding Agency:** Led a large cross-functional agile team to deliver the next phase of the provider funding and conciliation contracts digital service, adhering to the UK Government's Digital by Default Service Standard. Implemented strong governance and best practices to enhance velocity, service quality, and team performance within a SCRUM/Kanban environment in weeks. Conducted valuable discoveries to shape the future service roadmap, mentored team members, and facilitated knowledge transfer to improve capability and performance.
- **HM Land Registry:** Conducted a comprehensive analysis to validate the strategic ambition, roadmap, capacity, capability, and technological infrastructure of the organisation. Provided recommendations for a program of change and a robust operating model to support and sustain an ambitious 5-year development and growth plan.
- **Dept. of Work & Pensions:** Led the comprehensive business analysis of customer needs, service outcomes, capability requirements, and technology landscape for 26 service lines within the department. The findings formed the foundation of a strategic action plan and roadmap for transforming the department's legacy technology into the digital era. This plan prompted an executive review and re-evaluation of transformational priorities for the next three years.

- **Scottish Government:** Led the project to establish the digital transformation strategy for public services in the Scottish Government. Conducted the complete discovery process for the new Social Security service in Scotland, along with the initial three digital transformation discoveries for licensing, civil legal, and dispute resolution services and the information-sharing capability across the Scottish criminal justice system. Led an agile team in developing a cloud-based prototype for the Social Security service.
- **Dept. of Health & Social Care - NHS England:** As a digital transformation advisor and product owner, oversaw the development of a nationwide NHS Quality Surveillance portal, which aimed to monitor the clinical performance of hospital services throughout the UK to enhance patient care.
- **University of Surrey:** Developed an innovative Android tablet app for pathologists in partnership with the Veterinary School of Medicine, facilitating efficient recording of animal post-mortem results.
- **The Home Office:** Assisted in the analysis for the HO to move their active directory of over 3,000 staff to cloud platforms.

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 the many and varied Government Household Energy Efficiency (HEE) programmes within DECC:

- Led a cross-functional agile team to successfully deliver a new Government digital service, a self-service tool for determining eligibility for various HEE grants.
- Undertook detailed primary user research, commissioned consumer insight research, and collated and disseminated existing research to deliver evidence-driven user personas, user stories, prioritised backlog, and MVP.
- Achieved cohesive collaboration within BEIS by spearheading a pioneering initiative. Adhering to DGS standards, led the department-wide engagement through a prominent consumer journey, driving the collection of user needs and requirements.

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

A leading data rooms and financial documents provider helps organisations 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 robust customer-focused product roadmap to support the vision, prioritised roadmap, and releases, managed in JIRA. Identified gaps in core product (iRooms) functionality, designed complex features to deliver a more enhanced competitive offering, and launched iRooms on mobile and tablet.
- Simultaneously served as SCRUM Master and Product Owner, implementing product and agile processes across multiple European teams. Mentored & trained teams in agile delivery while removing barriers to enable successful project outcomes.
- Performed comprehensive competitor and market analysis, identifying critical threats and opportunities across pricing, product, technology, and market trends. Presented clear recommendations for the next steps. Established mechanisms to capture customer insights and understand behaviour, perceptions, and competitor landscape. Proposed strategy, vision, and approach to the Board for approval.

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 various projects in end-to-end services for critical electronic transactions and instilled best practices:

- Built strong B2B/C £Ms business cases supported by solid 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 in 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 a new digital legal intelligence product for law firms, responsible for budget & project resources:

- Spearheaded research and innovation for LexisNexis Visualfiles workflow offering.
- Proficiently completed a well-received business case for a multi-million-pound revolutionary collaboration solution aimed at tier law firms nationwide. The business case encompassed the complete proposition and investment summary.
- Led and directed a team of experts to successfully deliver all aspects of the solution, including customer insight, functional requirements, wireframe prototype development, cost-benefit analysis exercises, and reporting to senior leadership.

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

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 iterative feedback with users to deliver faster MVP to market.
- Maintained geographically dispersed team synergy through open dialogue 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; prepared sales teams to hit growth margins.
- Introduced a companywide Agile NPD process for rapid prototyping to market and deliver new solutions.

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

Provider of online B2B business & financial information provider globally

Defined digital roadmap, sourced customer propositions, formulated business cases, launched profitable initiatives, and drove pan-European expansion and branding through market identification and growth opportunities.

- Monitored user habits, behaviours, and feedback to drive digital product roadmaps and inform strategic direction.
- Converted vision into digital product solutions that surpassed sales targets upon release, including Media Solutions, Data Cleaning & Health Check, B2B Premium Data Lists, and expanded core products into Europe.
- Ensured high profitability by implementing clear pricing strategies based on industry research.
- Provided pricing and profitability guidelines and sales and marketing literature, to support the rollout plan execution.
- Mentored sales units to achieve performance targets and closely monitored KPIs and operational metrics to ensure a successful product launch.
- Researched and presented findings on new markets, enabling successful market entry and product portfolio development that surpassed 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 were 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 partnerships to enrich online and offline product offerings
- Maximised value of targeted acquisition and retention initiatives through customer segmentation and profiling

EDUCATION & QUALIFICATIONS

University of Wolverhampton	01/23 - 01/25	MSc: Psychology (P/T)	Distinction
MA. Institute of Technology, USA	04/23 - 07/23	Certificate: Designing & Building AI Products & Services	1st
British Computer Society	03/15 - 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