

Andy Roberts

Product manager and user experience professional

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Profile

Very experienced and effective **digital product manager** with a wealth of commercial and technical skills who has managed a range of products through the **full product lifecycle**, applying a thorough understanding of **UX methodologies** to ensure products maintain a **user centric** focus whilst using a deep **technical knowledge** to liaise effectively with delivery teams.

Expertise

- Strong **leaderships skills** and the ability to get a team behind the product vision.
- High **commercial awareness** garnered from previous roles and founding own startup.
- Effective product management through the **full product lifecycle**.
- Ability to work with both **internal and external stakeholders** to build product roadmap.
- **Client facing** and experienced at working with clients to evolve product vision.
- **Blue-sky thinker** who is comfortable creating products from scratch.
- Detailed **business analyst** with the ability to work with complex products.
- Adept at managing products in **agile environments**.
- Experienced **team leader** having managed teams of up to six people.
- Ability to apply **user experience** and **technical skills** to create effective prototypes.
- Track record of running effective **user research** sessions with users/clients.
- Capable **project manager**, able to handle multiple work streams and teams.
- Experienced at **remote working** and managing remote teams.

Accomplishments

- Founded a startup company targeting the niche Equity Release market and created a suite of products from scratch whilst carrying out all initial UX and front-end development work.
- Sourced and managed the relationship with an offshore development shop to reduce the development spend on products – reduced predicted spend by ~60%.
- Led the £8m strategic re-write of an existing product to widespread customer approval through the creation of iterative prototypes and high levels of customer engagement.
- Championed the creation of a front-end development team that led to a reduction in delivery estimates of ~40%.
- Led the introduction of an agile product management and development process that saved ~£1m a year.
- Redefined the navigation of a web based product by analysing metrics and user behaviour leading to a 500% increase in traffic and 175% increase in revenue to non-core services.
- Creation of a Rails based application that auto generated product documents from product prototypes, reducing document production time by ~75%.

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Clarksons (03/2017 – present)

A three-month contract to help Clarksons establish a product management function within the company to overcome shortfalls in their existing product delivery – products were dev team led with no clear product ownership. As part of this I:

- Analysed existing processes and provided recommendations for how product managers could be utilised to provide product ownership for their internal products.
- Carried out interviews with lead business users in order to create a high level business process model.
- Worked with the UX team to create a set of user personas that would be used for all future analysis and design work.
- Took over ownership of two of their core products and migrated their existing product backlogs into clearly defined roadmaps.
- Acted as product owner in an agile development process and as liaison between the wider business and delivery.
- Interviewed and hired two full time product managers who will be the core of the new product management team.

FactorEleven (2009 – 2017)

FOUNDER/PRODUCT MANAGER

I founded FactorEleven after winning a contract to provide an Equity Release quotation service to The Exchange on a SasS basis. As part of this I:

- Carried out all product management and UX work with extensive **end user consultation**.
- Sourced and managed the relationship with an **offshore development shop** to create the quotation engine after estimates were 60% cheaper than doing it onshore/in house.
- Acted as **product owner** in a **kanban** based agile development process.
- Worked with admin teams to devise an effective product admin process and designed an admin service around this.
- **Hired and managed** three members of staff to administer and maintain the service.
- Led the service to **win industry awards** in 2009, 2011 and 2012 for Best Technology Provider.
- Managed the service for seven years through several product updates during which time it averaged **12 million quotes a year** and ran without fault.

During development of the above service, I identified an opportunity for a SaaS based extranet and customer management service (ERnet) that could be offered to small Equity Release providers. This was a new product and the main focus of the company for six years, during which time I:

- Developed and validated the product proposal via several **workshops** with potential clients.
- Led an **iterative design process** in conjunction with three launch partners.
- Created a full set of **user stories** to feed into the agile development process.
- Sourced and managed a branding agency for all branding and marketing materials.
- Created a product pricing and marketing strategy.

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- Sold ERnet into seven providers and handled all **commercial and contract negotiation**.
- Handled all on-going **account management** with clients.
- Managed the on-going product roadmap and backlog.

As a result of continuous consolidation in the Equity Release market and a decision by The Exchange's new owners to bring all outsourced services in-house, I took the decision to wind up FactorEleven.

The Exchange (2001 – 2009)

PRODUCT MANAGER

The Exchange operate the market leading portal for Financial Advisors with 70,000 users generating over 800 million page views and 100 million quotes a year. As part of the product management team I:

- Held responsibility for overseeing the implementation of new services and features from the initial customer liaison through to final deployment and post launch marketing.
- Acted as the **primary point of contact** between the product management and delivery teams.
- **Managed** the front-end development team of four web developers and two business analysts.
- Acted as the **user experience authority** with final sign off on all customer-facing elements.
- Met senior management weekly to report progress against targets for my products.
- Led the **£8m strategic re-write** of the portal that set out the future vision and revalidated all business requirements through the use of high fidelity prototypes that were then used to produce a full set of product requirement documents.
- Took over a failing **£12m project** to introduce a client database and valuations hub to the portal and steered it to a successful launch by realigning the requirements to match customer needs.
- Led the switch to a product led **agile development process** featuring an iterative design phase and use case derived product requirement documents. These changes led to approximately £1m a year in savings in their first three years of use.
- Pioneered the **complete redesign** of the core quote services to a much simpler and more intuitive user experience, a move that increased customer satisfaction scores by ~20%.
- Overhauled the portal's navigation after **studying metrics and user behaviour** resulting in a 500% increase in traffic and 175% increase in revenues to non-core services.

Aonix Limited (1999 – 2001)

Hired as a consultant to act as a front-end specialist on all web-based projects, I later became the lead consultant for their e-learning arm before being promoted to lead a development team of five.

ICL (1998) GRADUATE TRAINEE

Joining their graduate programme, I worked on a range of projects including a digital interactive TV delivery service and the creation of web sites for high street jewellers: H. Samuel and Ernest Jones.

Glaxo Wellcome (1996 – 1997)

I spent my degree's placement year in a front line support role, helping support three departments with all their various hardware and software issues.

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Skills

Business skills

Product management	14 years
People management	16 years
Project management	16 years
User experience	15 years
Agile development	9 years
Business process modelling	2½ years

Technical skills

HTML	22 years
CSS	20 years
JavaScript	20 years
Ruby on Rails	3 years
ASP.NET MVC (C#)	5 years
SQL	10 years

Personal

Name	Andy Roberts
Date of Birth	29 th December 1975
Nationality	British
Address	7 Laughton Drive, Stamford, PE9 2JW
Interests	Skiing, music, reading, rugby and cycling

Education

BSc Second Class Honours, Lower Division in **Computing** from **Loughborough University**