

Ian Warn - Product Manager

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Product Manager with 10 years of experience in driving revenue growth and delivering product innovation.

SUMMARY

An experienced Product Manager | Digital Lead | Digital Product Manager, with a proven track record of success, launching features and maintaining products that focus on CX for B2B and B2C SaaS solutions. Strong analytical and problem-solving skills. Seeking a product management role to leverage my expertise in product development and go-to-market strategies.

I have worked for/with many top-tier organisations, including UK National Government (DWP, NHS), Ingeus, The Financial Services Forum, Local Government, CBI, CII, FedCap, Maximus, CIPD, CFA, Sony, NBC Sports, Allen & Overy, and Blackberry.

WORK EXPERIENCE

Product Manager - The Access Group

London, UK (July 2020 - Present)

Responsible for £10M enterprise SaaS B2B EdTech Learning Experience Platform with 500K+ users globally.

- Analysed benefits from customer experience and competitor analysis to identify opportunities and align product roadmap deliverables to reach the commercial expectation of 10% ARR growth
- Managed GDPR governance to eliminate the risk of fines up to £1.75M for non-compliance
- Maintained push notifications for 40+ iOS/Android mobile apps to increase engagement by over 10%
- Created internal documentation to reduce the average time for onboarding client integrations by 85%
- Devised a strategy to commercialise mobile app development, creating a £100k ARR opportunity

Product Manager - YourWelcome

London, UK (November 2019 - July 2020)

Directed product vision for a vacation property management B2B SaaS product, created North Star Metric, prioritised development backlog and roadmap, and created strategic growth plan.

- Managed UX supplier and new UI design system to improve engineering effectiveness by 20%
- Introduced SCRUM principles such as sprint retrospectives and advanced product leadership using user-centric, data-driven techniques to reduce customer churn

Product Manager - Ingeus

London, UK (November 2018 - July 2019)

Digital lead on large enterprise applications for digital DWP employability and NHS health contracts.

- Led cross-functional team (DevOps, SSO, QA, and external supplier), translated business requirements into user stories and managed multiple production releases into production with no rollbacks
- Implemented unified analytics metrics for comprehensive user attribution from a promotional website, successfully launched a two-year challenging SSO Moodle integration with extremely limited resources

Product Manager - Horse & Country TV

London, UK (October 2016 - November 2018)

Supervised B2C subscription omnichannel video-on-demand app (web, mobile and smart TV) across multiple currencies, payment methods and countries to increase YoY revenue.

- Created product vision, backlog prioritisation, pricing, analytics, product design, heatmaps, supply chain management and development line management, reducing web loading times by 900%
- Pioneered ad delivery server to cross-promote upcoming events, and optimised live event support platform using pre-canned responses and an AI-powered chatbot to reduce delivery times
- Collaborated with sales and marketing teams to deliver a discount code attribution strategy MVP
- Optimised payment dunning techniques to reduce unwanted churn by over 50%

Product Manager - AML Group

London, UK (May 2014 - May 2016)

Responsible for end-to-end delivery of multiple microsites in support of FinTech marketing campaigns.

- Gathered and documented business requirements for stakeholders, managed budgets, created UX wireframes, optimised SEO, and cross-functional product leadership to deliver every project on time
- Automated and streamlined repetitive business operations into a single development “chassis”
- Recruited and shaped the development team then led the transition from Flash ActionScript display advertising to prepare for the new HTML5 standard and provide long-term career team stability

Freeland Print and Digital Production

London, UK (January 1995 - May 2014)

Includes digital advisor for Auckland Business, official NBC Sports videographer for the 2000 Olympic Games, broadcast video and CD-ROM production, PhotoShop retoucher, Adobe Flash design and AS3 development, HTML/CSS development, classroom training materials, and copyeditor for a national newspaper.

University Degree Lecturer - Natcoll

London, UK (February 2003 - June 2003)

Lecturer in Graphic Design Theory and Web Design Theory.

CORE SKILLS

Technical Skills

Product Strategy and Roadmapping, Backlog Prioritisation, Agile, Scrum, GTM Strategy, Data Analysis and Insights, Decision Making, Cross-Functional Collaboration, Market Research and Analysis, Stakeholder Management, Product Discovery, Creative Solutions, Supplier Management.

Soft Skills

Communication, Leadership, Problem-solving, Collaboration, Consistent, Empathy, Confident, Respectful, Humble, Conflict Resolution, Resilient.

Domain Knowledge

University lecturer, created award-nominated secondary school teaching resource and graduate recruitment website, led AI video interviewing tool product launch, delivered multiple CV and jobs skills scanning features.

EDUCATION & TRAINING

Responsible AI: Applying AI Principles

Google - 2024

Product-led Growth

Pendo - 2023

Foundations of User Experience Design

Google - 2021

Certified Scrum Product Owner (CSPO)

Scrum Alliance - 2020

Graphic Design Diploma, Wellington Polytechnic

Wellington, NZ (February 1991 - November 1994) incomplete

AWARDS

British Educational Training and Technology Awards

“Secondary Digital Content” Finalist - Jan, 2012

UK Freelancer of the Year (Xchangeteam)

“Digital Excellence” Winner - 2011