

Ian Warn

Product Manager

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Results-driven, effective product innovation. Passionate at putting customers first by collaborating across diverse disciplines.

Highlights

- Product manager for global employability contracts worth over £4M
- Slashed B2C subscription churn in half
- Product ops automation, dramatically reducing required effort
- Improved web page load time by over 9x
- Integrated over 100 SSO auth0 and API solutions
- Published over 60 iOS and Android apps
- Referenced in digital video OTT industry whitepaper

Experience

Senior Technical Product Manager

JUL 2020 - PRESENT, The Access Group, London

Owning the B2B2C SaaS Learning Experience Platform (LXP). Responsible for product leadership, stakeholder management and market insights, backlog, roadmap, end-to-end SCRUM management, platform documentation, product governance and divisional objectives, GDPR and DSA compliance, SSO and API integrations, supplier and relationship management, as well as client-facing onboarding.

Product Manager

NOV 2019 - JUL 2020, Your Welcome, London

Defined strategic B2B SaaS product vision, North Star Metric and roadmap execution for a vacation rental guest management digital tablet startup up to Covid. Managed backlog prioritisation and UX (outsourcing UX research and UI redesign to hit the ground running). Initiated scrum principles such as sprint retros and introduced best practice product leadership in user-centric, data-driven techniques for measuring outcomes, reducing customer churn, and improving efficiency.

Product Manager

NOV 2018 to JUL 2019, Ingeus, London

Senior product leadership role in B2B applications team building a bespoke large-scale enterprise application to support government employability and NHS health contracts. Refined business requirements into user stories, managed releases (including rollback plans) and led a cross-functional team including DevOps, SSO, UX, QA, and promotional website from an external supplier including unified analytics metrics.

Product Manager

OCT 2016 to NOV 2018, Horse and Country TV, London

Responsible for a global subscription video-on-demand B2C product delivered in web, mobile and smart TV apps. Created product innovation and vision, backlog prioritisation, pricing and MarTech, analytics, product design, documentation, supply chain management, and line-manager for the development team. Created an ad delivery server to cross-promote

marketing campaigns, and optimised the customer support platform for live events (using pre-canned responses and an AI-powered chatbot).

Product Manager

MAY 2014 to MAY 2016, AML Group, London

Responsible for end-to-end delivery of promotional microsites to support FinTech above-the-line marketing campaigns. Gathered business requirements, managed budgets, created low-fidelity UX wireframes, SEO, and product servant leadership for a cross-functional team. Streamlined business operations and automated product operations. Recruited and led product function for the development team. Led the transition from Flash ActionScript digital display advertising to HTML5 to retain product stability.

Freelance Digital and Print Production

JAN 1995 to 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 Tutor

FEB 2003 to JUN 2003

Lecturer in Graphic Design Theory and Web Design Theory.

Education

Graphic Design Diploma

FEB 1991 to NOV 1994, Wellington Polytechnic, New Zealand (incomplete)

Thesis: *"The Emerging Nature of Graphic Hyper-Systems"* - a study of information architecture.

Certificates & Awards

[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)

British Educational Training and Technology (Finalist, 2012)

UK Digital Excellence Freelancer of the Year (2011)