

# Ian Warn

## Product Manager

Crafting reliable product innovation through collaboration

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A proven track record delivering strategic digital products in fast-paced environments and accountable for B2B & B2C business goals in multiple markets. Leading on industry trends and UX best-practice.

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## Highlights

- Migrated services for 34 clients, preventing a move to competitor
- new web app for national Universities job network
- SaaS subscriber churn reduced by 50%
- production time decreased by 60%
- web performance increased by over 9x
- over 100 enterprise-level SSO and API integrations
- over 60 mobile apps across six international territories
- BizOps tooling to automate over 50k manual tasks per year
- customised affiliate attribution path for Facebook Global Pages
- OTT industry whitepaper

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## Experience

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### Technical Product Manager

JUL 2020 - PRESENT, The Access Group, London

Supporting an enterprise-level SaaS B2B EdTech Learning Experience Platform (LXP). Owned the product roadmap and aligning to commercial priorities, end-to-end SCRUM management, platform documentation, API governance, GDPR data compliance, SSO integrations, supplier management, and client-facing onboarding.

### Product Team Lead

NOV 2019 - JUL 2020, Your Welcome, London

Defining B2B SaaS product vision, North Star Metric and roadmap execution for a vacation rental guest management digital tablet startup. Championed Agile, responsible for backlog prioritisation and UX mentorship (including outsourced UX research and UI redesign). Utilised user-centric, data-driven and “start with why” techniques to measure outcomes, reduce churn and improve efficiency.

### Digital Lead

NOV 2018 - JUL 2019, Ingeus, London

This senior product leadership role within the B2B applications team for a large-scale custom CRM cloud-based application, supporting operational government contracts in the employment and health sectors. Managed all application releases for a full-stack development team. DevOps, UX, CMS, user stories, and Google Analytics custom metrics.

### Digital Product Manager

OCT 2016 - NOV 2018, Horse & Country TV, London

Responsible for a global monthly subscription video-on-demand (SVOD) OTT B2C product across web, mobile and smart TV. Created and delivered strategic roadmap and vision, backlog prioritisation, pricing

and marketing support, Google Analytics, graphic design, documentation, supply chain management, and line-manager for the development team. Created an in-house advertising delivery server framework to monetise editorial content, and optimised our customer support platform (with pre-canned responses and an AI-powered chatbot).

#### Digital Product Manager

MAY 2014 - MAY 2016, AML Group, London

Responsible for end-to-end delivery of digital solutions for various FinTech partners. Documented business requirements, budgets, UX wireframes and servant leadership for a cross-functional team. Streamlined business operations and administration automation. Recruited and product leadership for the development team. Led the transition from Flash digital display advertising to HTML5.

#### Contract Content and Digital Production

JAN 1995 - MAY 2014

A number of digital-related roles such as broadcast video and CD-ROM production, Flash design, ActionScript 3 programming, Classroom Training materials, HTML/CSS, high-end PhotoShop retoucher, official videographer for the 2000 Olympiad, Production Manager for national newspaper, Digital Advisor for Business, and lecturer in Graphic Design and Web Design Theory.

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## Education

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#### Visual Communications Design

FEB 1991 - NOV 1994, Wellington Polytechnic, Auckland, New Zealand

Areas of study: packaging, 2-D design, history, communication, audio/visual, computer graphics, photography, drawing for design, typography, materials and processes, advertising, illustration, electronic media, and graphic design. Graduate thesis: "*The Emerging Nature of Graphic Hyper-Systems*" - an early information architecture (IA) model.

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## Certificates & Awards

#### [Product-led Certification](#)

JAN 2023, Pendo

#### [Foundations of User Experience Design](#)

AUG 2021, Google

#### [Certified Scrum Product Owner](#)

MAY 2018 - AUG 2020, Scrum Alliance

#### British Educational Training and Technology

2012, Finalist for Operation Smokestorm

#### UK Freelancer of the Year

2011, Digital Excellence