

# Ian Warn

## Technical Product Manager

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*I help brands build relationships with people, using technology.*

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### Summary

A proven track record of leading reliable digital product innovation in fast-paced environments, delivering B2B & B2C strategic business goals across multiple sectors. Leading on industry trends and best-practice.

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### Highlights

- Reduced SaaS subscriber churn by 50%
- Decreased production time by 60%
- Increased web performance by over 900%
- Delivered over 100 enterprise-level SSO and API integrations
- Published over 60 mobile apps across six international territories
- Built BizOps tooling to automate over 50k manual tasks per year
- Hand-tooled affiliate attribution path to Facebook Global Pages
- Prevented 34 clients from moving to a competitor
- Created jobs website for a national network of Universities
- Contributed to OTT industry whitepaper

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### Experience

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#### Senior Technical Product Manager

JUL 2020 - PRESENT, Abintegro, London

Supporting the technology and commercial teams for a SaaS B2B EdTech Learning Experience Platform (LXP). Owned the strategic Career Development roadmap and end-to-end product SLDC, Agile management, platform documentation, API governance, GDPR data compliance, SSO integrations, suppliers, and client-facing onboarding.

#### Product Team Lead

NOV 2019 - JUL 2020, Your Welcome, London

Defining B2B SaaS product vision, North Star Metric and roadmap for a vacation rental guest management digital tablet startup. Championed Agile artefacts and rituals, 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 leadership role within the B2B applications team for full SDLC of large-scale web-based applications on a custom CRM (using APIs and MySQL), supporting best practices for operational government contracts in the employment and health sectors. Application Release Manager and responsible for full-stack development team. DevOps, UX, CMS, user stories, Google Analytics with custom dashboards and dimensions.

### 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 and supply chain management. Created and delivered strategic roadmap and vision, backlog prioritisation, pricing and marketing support, Google Analytics, graphic design, documentation, 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 fully integrated digital solutions, for various sizes of FinTech product. Created all business requirements, budgets, UX wireframes and servant leadership for a cross-functional team. Refined business operations and admin automation. Recruitment and best-practice leadership for the development team. Led the transition from Flash digital display advertising to HTML5.

### Freelance Content 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"* (a mental model for information architecture).

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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 (Finalist)

2012, Operation Smokestorm

### Freelancer of the Year, Digital Excellence (UK)

2011