




SAM ROBINSON


Product Manager

STATEMENT

Experienced Product Manager who loves both the process side of the role and the human connection element. From Junior Developer to CEO and everyone in between I successfully build relationships and my empathy & personable style of work allows me to deliver great results as demonstrated below. Combine this with a flair for the qualitative side I've built a wide skillset over the past 5 years in product management. I'm quick to pick up and learn the use of new systems whether that's a CRM, reporting, or productivity tools.

 Sydney

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TOOLS

Productivity

- Jira
- Confluence
- Asana
- Trello

Office

- Excel (VBA)
- Powerpoint presentations

Other

- Salesforce (CRM)
- Framer (Wireframing)

SKILLS

Product Strategy / Roadmapping

Building Relationships

Data Analysis

UX Design

Product Requirements

REFERENCES

DARREN STANDING

Chief Operations Officer, Gradwell

Email: darrenstanding@gradwell.com

KATT JOHNSON

Product Lead, Reed

Email: katt.johnson@gmail.com

CAREER

Product Manager

GRADWELL COMMUNICATIONS

2020 - 2023

Responsible for multiple products within the portfolio. Managing the software product lifecycle from idea, through requirements to development and launch proposition for cloud-based app & platform as well as our connectivity product set.

- Run market analysis and customer feedback sessions to steer the product roadmap and decide new features
- Onboard sessions with customers to gain additional feedback and give important customers a superior experience
- Feedback to senior leadership team on the product strategy and plans monthly
- Create and utilise business cases to assess financial impact of certain behaviours/investments on the product profitability
- Write detailed requirements for new features and resolve any issues development teams have, to ensure a clear vision for the feature is in place
- Liaise with various teams within the company so that everyone from sales to support and onboarding are enabled to successfully deliver the product
- Provide training sessions & product demos to those who need it
- Provide resolutions on day-to-day questions on current product portfolio

ACHEIVEMENTS

- 17 Major features released
- 100% Win record on sales deals involved on
- 153% increase in new monthly Users
- 135% increase in total Users from



Junior Product Manager

FLUIDONE

2019 - 2020

Managed external vendor relationships and focussed on launching minor products while monitoring second phase of current products to improve process.

- Design excel based pricing tools (Using VBA & macros) for sales team of 15 people to use on day-to-day functions
- Developed and maintained relationships with up to 30 external suppliers to increase operational efficiency
- Created product documentation/marketing such as product descriptions, data sheets and sales battlecards
- Provided resolutions on day-to-day questions on current product portfolio
- Successfully launched Unified Communications product with four opportunities and confirmed orders within first two months

ACHEIVEMENTS

- Launched new product (P2P Wi-Fi) with eight new sales opportunities in first 6 weeks
- Launch and maintenance of UC product led to four confirmed orders in first month



Devised, launched, and enhanced new products across the business while working on Reed's permanent recruitment products. Provided consultant coaching both remotely and in-person, and directed internal promotions.

- Successfully increased retained income by 47% by developing and testing new products
- Created, iterated & tailored reports and statistics for each region of the business periodically for senior management to use for strategic decisions
- Conducted reporting & analysis while communicating and driving new products within the business
- Launch of Reed's first Executive Search brochure
- Created and implemented product training for over 400 recruitment consultants across the UK

ACHEIVEMENTS

- Product engagement (number of retainers) up by 112% year on year
- 47% income increase for the product channel



PRIOR ROLES

Nelson Watersports, New Zealand Oct, 2015 – May, 2017

Head Coach

YMCA Camp Fuller, Rhode Island, USA May, 2015 – Sep, 2015

Assistant Head of Sailing

Reed Talent Solutions, Northampton Jan 2014 – April 2015

Managed Service Provision Coordinator

EDUCATION

Scrum Alliance 2020 - present

Certified Scrum Master

Lancaster University 2010 - 2013

Business Studies (BA)

Wirral Grammar School 2003 - 2010

A Levels (Computing, Maths & Chemistry)

HOBBIES



Sailing



Kitesurfing



Hockey



Squash



Cycling

When not working I'll try my hand at any sport I can, whether that's captaining my local hockey team (Winning the league last season), kitesurfing in the summer, or some village cricket on a Sunday to spending too many hours in the saddle on my bike (Completed events such as London Ride100 & Dragon Ride E'tape Wales)

My drive and passion for sports comes from the need to compete. I spent my childhood representing GBR at various levels for sailing but also have been injured (hip replacement at 25) for significant times meaning I take every chance to get involved in sports, team or solo.