

DANIELLE DOWNS

email@danielledowns.co.uk | www.danielledowns.co.uk | Nationality: British

Head of Product with a background in business analysis and 15 years' product management experience, managing multiple work streams in fast-paced environments and working with cross-functional Agile / Scrum teams to develop B2B and B2C products and platforms, while building strong, influential relationships with stakeholders at all levels up to and including the C-suite.

NOVAFORI / PERFECT CHANNEL – DIGITAL MARKETPLACES, LONDON **2019 - present**

HEAD OF PRODUCT – NEXT GENERATION PLATFORM Jan 2022 - present

- Leading two development teams and one Product Owner across two work streams to build the core platform and trading models for a new multi-client Software as a Service (SaaS) platform.
- Collaborating with designers and making design decisions as necessary to deliver a fully responsive and accessible user experience for marketplace operators, buyers and sellers.
- Responsible for prioritising and executing the product roadmap; maintaining alignment between product, sales & marketing stakeholders, senior management and shareholders and attending board meetings to present progress updates and deliver product demonstrations.

SENIOR PRODUCT OWNER – “LABS” TEAM Jan 2021 - Jan 2022

- Senior Product Owner on “Labs” team, developing proofs of concepts for new & existing clients.
- Responded to requests for proposal (RFPs), produced and reviewed sales and marketing collateral and attended client meetings and supported pitches to new prospects.
- Recruited, on-boarded and trained new team members.
- Chaired Product Board and used client personas, based on market and competitor analysis, to influence company-wide product, sales and marketing strategies.

PRODUCT OWNER – NEGOTIATION & TRADING Apr 2019 - Jan 2021

- Worked with clients in the UK, US and NZ to propose and develop online auction and negotiation solutions to enable them to scale and diversify their operations.
- Articulated my vision for clients' products to design and development teams through user journey maps, prototypes, wireframes and user stories, ensuring ongoing alignment with client expectations via demos and releases to UAT at the end of every 2-week sprint.
- Obtained estimates and prioritised backlog to optimise return on investment using Must Should Could, Won't (MoSCoW) analysis, value score matrices and other prioritisation techniques.

Key Achievements

- Released a new commodity negotiation platform for global milk trade client's buyers to list their supply requirements and invite multiple sellers to place bids and negotiate terms in real time.
- Worked across 4 Scrum teams in the UK and Spain, together with 3rd party integration partners, on a complete platform redesign for a global auction house, enabling them to triple their online sales revenue compared to the previous year in the face of the COVID-19 crisis.
- Developed a new Singapore-based marketplace selling verified carbon credits to offset businesses' CO₂ emissions. Marketplace and auction platform went live in 2022.
- Successfully influenced the CEO to pivot from client services to SaaS model; ultimately getting approval to build the new multi-client auction & trading platform with a total budget of £2.5m.

CONNELLS GROUP – PROPERTY SERVICES, BEDFORDSHIRE

2017 - 2019

PRODUCT OWNER – BUSINESS SOLUTIONS

Dec 2017 - Mar 2019

- Hired as Product Owner for customer engagement programme to improve retention. Coalesced research data with requirements from multiple departments to shape product roadmap across 3 work streams: customer portal, digital communications and updating the brands' public websites.
- Achieved senior stakeholder buy-in for new feature ideas using wireframes and prototypes before collaborating with UX and Solutions Architect on the user interface design and solution definition.
- Pilot portal successfully launched in February 2019 with 15% take-up from portal activation emails sent to new customers booking a viewing or market appraisal in the first week after go-live.

TOTALJOBS GROUP / STEPSTONE – ONLINE RECRUITMENT, LONDON

2007 - 2017

PRODUCT OWNER – STEPSTONE GROUP SEARCH SERVICES

Apr - Nov 2017

- Worked with distributed Agile development teams in Brussels and Berlin to deliver and support 6 search and recommendation products for over 20 job boards in 9 countries.
- Responsible for prioritising the product roadmap and managing relationships with all group businesses, including local MDs / General Managers, CTOs and Product Directors.
- Migrated UK search applications from legacy infrastructure to SaaS cloud-hosted model (AWS).
- Implemented search & recommendation engine for job boards in Eire, N Ireland and Caribbean.

PRODUCT MANAGER – JOBSEEKER SERVICES – TOTALJOBS GROUP

2013 - 2017

- Used split testing, analytics, user research and feedback to inform product roadmap prioritisation.
- Collaborated with User Experience (UX) and other stakeholders to create concepts for new and improvements to existing products, interfaces and user journeys.
- Worked with Scrum teams in London and Warsaw: articulated product vision and minimum viable feature sets, prioritised backlog and saw development through full delivery lifecycle.
- Acted as product subject matter expert, delivering product training and go-to-market collateral.
- Integrated 3rd party API to show candidates potential commute time to jobs listed on the site.
- Replaced in-house search engine, winning StepStone IT Initiative of the Year Award in 2015.
- Relunched Instant Job Match (IJM) alert product, using new recommendation engine, driving 52% year-on-year increase in applications on flagship site Totaljobs.com in September 2015.
- Presented new products and initiatives at town halls and annual 'kick-off' to 1,500 employees.
- Awarded place on "Tigers" trip to Austria in 2016 for outstanding contribution to the Group.

PRODUCT OWNER – RECRUITER SERVICES - TOTALJOBS GROUP

2011 - 2013

- Worked with Business Analysts to define user stories and acceptance criteria and attended Scrum teams' backlog sessions to convey product vision, answer questions, understand technical complexity of work and perform cost benefit analysis of solution options, presenting recommendations to the Product Director.
- Approved live releases and held training webinars for Sales and Customer Service teams.
- Delivered client reporting portal, showing performance of job postings and CV Database usage.
- Implemented change from single price CV Database to licence-based model.

BUSINESS ANALYST – TOTALJOBS GROUP

2007 - 2011

- Investigated business problems and ideas originating from all areas of the organisation, eliciting and documenting requirements from stakeholders at all levels.
- Facilitated planning sessions and workshops with development teams, technical architects and other subject matter experts to discuss, identify and estimate technical solution options.
- Worked with 2 Scrum teams following migration to Agile in 2009, creating user stories, driving Agile best practice and taking on Scrum Master role in absence of permanent Scrum Master.
- Latterly acted as proxy Product Owner, presenting the teams' proposed solution options to the Product Owner, conducting quality reviews prior to demonstrating them to the PO for sign-off and creating internal and external communications and training materials for each release.
- Launched new job boards in Scotland and Germany.
- Delivered programme of enhancements to candidate search and job posting user interfaces.
- Spoke at IIBA conferences on *Delivering Incremental Value* (2010) & *Incorporating Specialist Requirements in Agile Environments* (2011).

HEWITT ASSOCIATES (NOW AON) – HR OUTSOURCING, HERTFORDSHIRE

2002 - 2007

IMPLEMENTATION ANALYST

2005 - 2007

HR ADMINISTRATOR

2004 - 2005

CUSTOMER SERVICE ASSOCIATE

2002 - 2004

PROFESSIONAL TRAINING

- **AI for Product Management** *Pendo.io* (2023)
- **Advanced Product Owner Masterclass** *Roman Pichler* (2022)
- **Scrum Alliance Advanced Certified Scrum Product Owner (A-CSPO®)** *Geoff Watts* (2020)
- **Scrum Alliance Certified Scrum Product Owner (CSPO®)** *Geoff Watts* (2020)
- **StepStone Management Success 6-module leadership training programme**, *THM* (2016)
- **Leadership for Product Managers & Product Owners** *Roman Pichler* (2015)
- **Agile Product Planning** *Roman Pichler* (2013)
- **Scrum Alliance Certified Scrum Master (CSM®)** *Inspect & Adapt* (2009)
- **ISEB Diploma in Requirements Engineering** (2008)
- **ISEB Fundamentals of Business Analysis** (2006)
- **CIPD Certificate in Personnel Practice** (2005)

SOFTWARE EXPERIENCE

- Aha!
- Balsamiq
- Confluence
- Figma
- Jira
- Miro
- MS Azure DevOps
- MS Office 365
- MS Teams
- MS Visio
- Notion
- Slack
- Stories on Board
- Trello
- Zoom

EDUCATION

- BA Hons French & German Studies, University of Birmingham 2(ii)
- 4 A-Levels (B) & 9 GCSEs (A-C) including English, Maths and Sciences