

DANIELLE DOWNS | Nationality: British | email@danielledowns.co.uk
Website: danielledowns.co.uk | LinkedIn: linkedin.com/in/danielledowns

Seasoned Agile and Product Management professional with over 15 years' experience in business analysis, product development and project and programme delivery using Agile frameworks.

CAREER HISTORY

VIRGIN MEDIA O2 - B2B TRANSFORMATION PROGRAMME, REMOTE Dec 2024 - Present
KEY ACHIEVEMENTS:

- Eliminated need for mid-sprint clarifications by introducing Definition of Ready (DOR) and facilitated refinement sessions to ensure all stories met DOR before going into sprint.
- Coached Workstream Leads and Team Members in best practice use of Jira & Confluence.
- Created Jira dashboards showing current sprint progress and overall backlog readiness.
- Compiled reports highlighting stable average velocity and primary causes of carry-over.
- Produced programme level roadmap in Miro to visualise x-workstream dependencies.
- Facilitated Retrospectives, Sprint Planning and Release Reviews.

AGILE PRODUCT OWNER (CONSULTANT) Dec 2024 - Present

- Lead Agile Consultant on multi-million pound nationwide transformation programme, comprising 3 concurrent workstreams and in excess of 100 personnel.

NOVAFORI – B2B / B2C MARKETPLACES, LONDON / REMOTE April 2019 - Oct 2024
KEY ACHIEVEMENTS

- Led 2 cross-functional teams in design & development of new SaaS platform from ideation to completion, realising vision of reducing client onboarding from 3-6 months to 2 weeks.
- Launched carbon credit marketplace, including API integrations with carbon registry, CMS, 3rd party data providers, inventory management and payment & settlement engine.
- Oversaw 4 Scrum teams in UK & Spain on complete platform redesign for a global auction house, requiring integrations with inventory management, CMS and payment gateway.

HEAD OF PRODUCT Jan 2022 - Oct 2024

- Developed and executed product strategy in line with business goals; chairing Product Board and fostering alignment with stakeholders from Sales, Marketing, Technology and C-suite.
- Held “Amigo” sessions with Tech Leads, Architects, Designers and Product Owner to refine user stories and maintain consistency of design and technical approach across workstreams.
- Fulfilled Scrum Master and programme management roles, including budget management, estimation, forecasting, release planning and resolution of dependencies, risks and issues.
- Partnered with Data Science on behavioural and transactional analytics dashboard.
- Enabled Sales & Marketing by providing regular updates, demos, training and technical expertise.

SENIOR PRODUCT OWNER

Jan 2021 - Jan 2022

- Conducted competitor analysis and market research to develop target client personas, informing strategic product roadmap decisions and influencing sales and marketing initiatives.
- Compiled compelling RFP responses to secure new business and expand market presence.
- Recruited, onboarded and mentored other Product Owners and led PO Community of Practice.

PRODUCT OWNER

Apr 2019 - Jan 2021

- Worked directly with clients in the UK, US, and NZ to understand their business challenges and propose innovative solutions to enable them to scale, transform and diversify their operations.
- Articulated go-to vision for clients' marketplaces through journey maps, storyboards, wireframes, prototypes, user stories and acceptance criteria for UX, Design & Development teams.
- Optimised Return on Investment using MoSCoW, score matrices and other techniques to prioritise enhancements and feature requests according to business value.
- Delivered consistent value through fortnightly sprint releases, ensuring ongoing alignment with client expectations via regular product demonstrations and User Acceptance Testing (UAT).

CONNELLS GROUP – PROPERTY SERVICES, BEDFORDSHIRE

Dec 2017 - Mar 2019

PRODUCT OWNER

- Spearheaded customer retention programme, coalescing qualitative and quantitative user research data with requirements from multiple business units to shape product roadmap across 3 workstreams: B2C customer portal, digital communications and reimagining the brands' websites.
- Achieved senior stakeholder buy-in for new product ideas using wireframes and prototypes before collaborating with UX and Solutions Architect on the user interface design and solution definition.

TOTALJOBS GROUP / STEPSTONE – ONLINE RECRUITMENT, LONDON

May 2007 - Nov 2017

PRODUCT OWNER: STEPSTONE GROUP SEARCH SERVICES 2017

PRODUCT MANAGER: TOTALJOBS GROUP B2C JOBSEEKER SERVICES 2013 - 2017

PRODUCT OWNER: TOTALJOBS GROUP B2B RECRUITER SERVICES 2011 - 2013

BUSINESS ANALYST: TOTALJOBS GROUP 2007 - 2011

HEWITT ASSOCIATES (NOW AON) – HR OUTSOURCING, HERTFORDSHIRE

2002 - 2007

RELEVANT PROFESSIONAL TRAINING

- AI for Product Management (*Pendo.io*)
- A-CSPO® & CSPO® (*Scrum Alliance*)
- Certified Scrum Master (*Scrum Alliance*)
- Diploma in Requirements Engineering (*ISEB*)
- Fundamentals of Business Analysis (*ISEB*)
- See danielledowns.co.uk for the complete list

RECENT SOFTWARE EXPERIENCE

- Balsamiq
- Jira
- MS Office 365
- Notion
- Confluence
- Miro
- MS Teams
- Slack
- Figma
- MS Azure DevOps
- MS Visio
- Trello

EDUCATION

- BA Hons French & German Studies, University of Birmingham