DANIELLE DOWNS | Nationality: British | **email@danielledowns.co.uk**
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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**

AGILE PRODUCT OWNER (CONSULTANT)   Dec 2024 - Present

KEY ACHIEVEMENTS:

➤ **Replaced programme-level "Stand-ups" with Scrum of Scrums focused on resolving impediments vs. status updates, reducing meeting duration from 30 to 10-15 minutes.**

➤ **Encouraged 3 Workstream Leads to set up their own "Stand-ups" with smaller groups.**

➤ **Eliminated need for mid-sprint clarifications by introducing Definition of Ready (DOR) and ensured 100% stories going into each sprint met DOR by facilitating refinement sessions.**

➤ **Educated Workstream Leads and Team Members in best practice use of Jira.**

➤ **Created Jira dashboards showing current sprint progress and overall backlog readiness.**

➤ **Compiled reports highlighting stable average velocity and primary causes of carry-over.**

➤ **Created programme level roadmap in Miro to visualise x-workstream dependencies.**

➤ **Facilitated Retrospectives, Sprint Planning and Release Reviews.**

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

EDUCATION

- BA Hons French & German Studies, University of Birmingham