Adam Briggs Dawson

Product Manager
www.adambd.me

Email **hey@adambd.me**
Phone **07753291040**
LinkedIn **linkedin.com/in/adambriggsdawson**

- First Class Computer Science and Business Loughborough University graduate.
- Employee of the Quarter at Smart due to excelling in my role and the Front End Transitioning (FET) project.
- Topped Loughborough university's "Think Big Awards" in multiple categories for curating a MVP innovative start-up idea and continued self development throughout my career.

EXPERIENCE

Core Front End, Product Manager - Smart Pension
Dec 2022 - Present

- Owned the Core Front End across a suite of applications, setting the product vision and direction across the business, working closely with product, engineering, UX at Smart Pension.
- Created buy-in for the product vision both internally and with key external partners
- Identified real internal and partner problems and drove initiative prioritising based on business & customer objectives - for white labelling and Platform as a Service offerings.
- Ensured dependencies and interplay between the company, platform and domains.
- Managed product owners and led teams within the subdomain
- Acted as a product evangelist to build awareness and understanding of the Keystone platform and represented the company by visiting customers to solicit feedback on company products and services.

Product Owner - Smart Pension
Oct 2020 - Nov 2022

- Quickly promoted from Product Analyst to Product Owner in recognition of out performing the role for an existing FE team.
- Adjoined said FE team to the FET project which was in conception. Immediately researched user profiles to aid persona development which identified key issues. Based upon age group of users using a pension platform improved Accessibility Scores from 72% to 93% performance. Championed performance improvements to go above and beyond "simply" modernising UX; of the legacy application front end.
- Successfully and cross functionally implemented the Core FE Keystone platform inclusive of Multi Lingual capabilities and right to left (Arabic) - broadening potential user base and winning prospects in key markets.
- Accountable for scaling up the project to 5 LeSS teams (4 FE / 1 Infra - Circa 30 developers) acting as a Senior PO / Lead mentoring and managing two PO's inclusive of one Junior where I had to work with HR to extend and improve performance ultimately striving to do the best for the company.
- Utilised Monte Carlo "When" analysis to predict project timelines and implementation schedules. Influenced executive members to utilise in-house FET resource for the Sponsor Enrolment journey rather than resort to external agency reducing initial and long term costs.
- Responsible for defining product strategy and roadmaps utilising FET feature sets such as Internationalisation, Localisation, Platform Theming and Branding through research into future partners needs.
- Gained recognition in the form of Employee of the Quarter (~700 Employees)

Product Analyst - Open Money
Nov 2019 - Oct 2020

- Helped identify customer problems by immersing myself in User Research helping discover the Research Design Product guild which questioned upcoming features and the prioritisation for a specific customer personas.
- Worked with internal and external stakeholders to understand business and financial advisory objectives. Prepared clear User Stories and detailed Acceptance Criteria with complex scenario coverage for a Mobile App Scrum Team leading Refinement, Planning and Estimation of the wider Backlog.

EXPERIENCE CONTINUED

Product Analyst - Laterooms

Jan 2018 - Oct 2019

- Quickly became a lead in the Bundling Feature which under pinned the new products offering. Worked closely with the product manager to devise a set of requirements and timelines for the delivery of a complex solution, with an under resourced set of developers to ensure Go-Live for the white labelled client.
- Compiled requirements in user stories and led the daily stand ups for developers and produced weekly reports for Senior Stakeholders.

Business Analyst - AXA Insurance

Feb 2017 - Jan 2018

- Responsible for the solution architecture of the deletion of hundreds of thousands of customer records and pragmatically using off the shelf integrations.
- Mapped the processes across the AXA Insurance estate and developed the process mapping tool web application.

Hybrid PM /BA / Dev - Gardenstoredirect.com

Dec 2015 - Jan 2019

- Responsible for the design, change management and development of the then new E-Commerce website www.gardenstoredirect.com

EDUCATION

ITMB - Loughborough University - First Class BSc

2010 - 2015

- A 50:50 mix of Business and Computer Science modules with a strong emphasis on project work and the development of interpersonal skills
- Loughborough University recieved praise and fantastic feedback from my placements at GlaxoSmithKline (1 Year) and BAE Systems (3 Months).

SKILLS

- Whilst studying full time I founded a new and creative start-up venture. After entering the Loughborough University "Think Big Awards" where I pitched and faced interrogation over my business plan in a dragons den style manner, Become topped the IT, Social media and creative categories in turn receiving seed funding. My innovative entrepreneurial mind-set and understanding of product market fit is applied throughout all projects I work on.
- As a result of my various jobs and experience I am able to fit quickly into teams and build a good rapport with colleagues. Refined client/vendor service skills and enjoy interacting with different stakeholders.
- Developed self-learning skills and can quickly adapt to new business software of any kind. Whilst at university my programming skills were refined and I have experience in a variety of programming languages helping me to engage and cooperate with technical teams and end-users.

INTERESTS

- Avid music lover, vinyl collector, DJ and beginner in electronic music production @houseofbriggs_

REFEREES

Richard Jones

Principal Product Manager
ex Open Money
07742238538

Mehdi Shahinmehr

Engineering Manager
ex Smart Pension
07510000812