

SUMMARY

Engineer-turned-product leader with 15+ years across FinTech, payments and B2B SaaS, including close to a decade as a hands-on engineer and technical lead before moving into Product. Ships mobile and payments products end to end — Tap to Pay with Apple and Stripe, third-party APIs — and works in the architecture and data detail with engineering. Still prototypes and builds software personally with AI-assisted development, turning feature-parity roadmaps into shippable MVPs that move adoption and revenue.

SELECTED PRODUCT BUILDING

Side projects designed and built personally using AI-assisted development.

- **Do Roster** — multi-tenant workforce scheduling SaaS: Supabase auth with row-level security, drag-and-drop rostering, staff availability and automated assignment, accept/decline flows, email/SMS reminders, Stripe billing, mobile-first UX
- **Donation payments** — web payment experience on Stripe and Supabase covering one-off and recurring card payments, Australian BECS Direct Debit, Stripe Checkout and subscription frequencies
- **Bill approval automation** — AI-assisted accounts-payable workflow for an accountant that extracts invoice data and routes it through the accounting system and approvals

WORK EXPERIENCE



Lead Product Manager - Benchmark Estimating

Jun 2025 - Aug 2026 (Sydney, Australia)

Owned product strategy for the replatform of a legacy desktop estimating suite to web/cloud, consolidating three portfolio products (estimating, carbon, analytics) into a single platform.

Responsibilities:

- Led product strategy and execution across the estimating platform, translating complex customer and regulatory requirements into direction aligned to ARR growth and adoption
- Made scope and architecture trade-offs directly with engineering, and established the operating rhythm across discovery, prioritisation and delivery
- Acted as the primary product interface for senior stakeholders, holding alignment across distributed teams (AU, UK, offshore)

Achievements:

- Redefined an engineering-led, feature-parity roadmap into a customer-value roadmap, cutting legacy scope to define a shippable MVP
- Delivered the transformation in ~12 months, including a demo to UK government authorities
- Largest customer migrating to the new platform, and sales switched to demoing the new product over legacy, the commercial proof the replatform landed
- Synthesised customer interviews, multi-year feature request logs and sales input using AI to build the roadmap



Senior Product Manager - hipages

Jan 2024 - May 2025 (Sydney, Australia)

Led the payments initiative to grow revenue from in-product payments, and owned the vision and strategy for the hipages Data Platform.

Responsibilities:

- Owned and communicated the Data Platform roadmap, aligning with the Data Engineering Manager on priorities and delivery
- Translated roadmap opportunities into a prioritised backlog across payments and data workstreams, and defined team OKRs with buy-in from the team and stakeholders
- Partnered with engineering and analytics to build scalable data products

Achievements:

- Launched Tap to Pay on iPhone (Apple + Stripe), lifting payments adoption ~12% in the first month; validated demand through customer interviews and Stripe usage data before committing to build

SKILLS

Technical

JavaScript	React
Node	React Native
SQL	Obj-C, Swift
PostgreSQL, MySQL	Java, C/C++
REST APIs	Linux, Bash

Building & AI

AI-assisted dev	Stripe
Rapid prototyping	Supabase
Claude, ChatGPT	n8n automation

Product

Product Discovery	UX/Wireframes
Prototypes	Data Analysis
User Research	Sprint Planning
Strategic Planning	Agile/Scrum

Tools

Mixpanel	Amplitude
Productboard	Salesforce
Jira	Google Analytics
Confluence	Intercom

EDUCATION

BSc in Computer Science (2006)

PASSIONS

If I'm not working on building cool products, I'll be either playing music, reading or listening to podcasts

ADDITIONAL INFO

Australian Citizen
NSW Driver License
CMMI Level3 Certified

- Ran post-launch funnel analysis that isolated Stripe onboarding and KYC as the activation bottleneck for new users, redirecting the next phase of work
- Led the modernisation of the data platform with Databricks SQL, unlocking self-service analytics and strengthening data governance, data quality and regulatory alignment
- Migrated the sales team off a legacy dashboard failing twice weekly onto Databricks, running the GTM and change management (pilot cohort, comms, Townhall, documentation) to a zero-incident cutover



Senior Product Manager - Invoice2go (Bill.com)

Jan 2022 - Dec 2023 (Sydney, Australia)

Owned the product vision, strategy and roadmap for the Invoice2go mobile app, a FinTech platform that digitises and automates invoicing, payments and financial processes for SMBs.

Responsibilities:

- Served as the primary source of truth for the product, creating buy-in for the vision and managing stakeholder relationships across departments and continents (AU / US)
- Led discovery, scoping and requirements with design, research, analytics and engineering, acting as customer advocate through a weekly interview cadence
- Used quantitative insight to guide decisions, defined OKRs with CX, account management and leadership, and partnered with product marketing on positioning, messaging and GTM

Achievements:

- Led two-month discovery across three acquired businesses (Invoice2go, Divvy, Bill.com) spanning brand, sales, migration and replatforming; recommended consolidating three mobile apps into one and secured stakeholder alignment on the decision
- Launched the consolidated Bill.com app, driving an approximate 10% increase in usage and discoverability of Accounts Receivable capabilities, with shared capability reuse across AP, AR and expenses
- Cut Invoice2go's invoice email spam rate from 20% to under 0.1% by integrating third-party provider Nylas, restoring deliverability for SMBs chasing payment; research had disproved the assumption that owners would not connect work email



Product & Engineering Lead - GeoOp

Mar 2017 - Dec 2021 (Sydney, Australia)

Directed the product vision and strategy for a market-leading SaaS provider for tradies and home services businesses.

Responsibilities:

- Led product teams of 10–15 across product, design and engineering, prioritising and coordinating workload
- Owned the product development lifecycle from discovery and ideation through launch, including GTM with marketing and customer success
- Ran qualitative and quantitative research and translated it into prototypes and specifications, including use cases, technical requirements, cost and revenue models

Achievements:

- Championed the launch of GeoNext, the next-generation platform, delivering 24% annualised growth by the end of FY21
- Customer interviews revealed job booking took 3 minutes because users left the product to check staff availability; built a capacity-aware scheduling calendar that cut booking to 30 seconds and became customers' daily entry point
- Reorganised sprint planning to absorb customer support tickets and introduced SLAs with priority tiers, lifting customer retention from 70% to 90%
- Challenged a high-cost agency build for quoting and invoicing; re-scoped to an MVP delivered in-house in the same two-month window, saving thousands and keeping core capability internal
- Cut release cycles from months to two weeks by restructuring how product, design and engineering worked together



Technical Lead and Scrum Master - POET GmbH & novomind AG (formally: All for One Customer Experience)

Mar 2008 - Jan 2015

Led a team of seven engineers on the novomind iSHOP Backoffice, the ecommerce engine behind Otto, one of Europe's largest ecommerce companies. Owned requirements analysis, estimation, planning and QA.

Achievements:

- Achieved CMMI Level 3 certification and ran world-class Scrum practices across four consecutive years of monthly sprints
- Launched the internationalisation of the POET X-Solutions e-procurement system, used by European enterprises including Airbus, Volkswagen, Pirelli and ABB
- Held unit test coverage at 95%, reducing bug-fix effort to approximately 5%



Software Engineer - Unilever

Sep 2006 - Feb 2007

Migrated Unilever's mobile sales force automation apps to Visual C++ .NET on Windows Mobile 5, and adapted Oracle Forms to accelerate the build of new web form pages.