

# ALEX HUNTER

## SENIOR PRODUCT LEADER DRIVING GROWTH AND INNOVATION

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### SKILLS

#### Product Strategy

- Product vision and strategy
- Stakeholder management
- Full end-to-end roadmap ownership
- Data-informed decision making
- GTM and product lifecycle management

#### Data & Platforms

- Market and competitor analysis
- Agile and lean product delivery
- Risk management
- Public and private API platforms
- B2B and B2C SaaS

#### Leadership & Delivery

- Cross-functional collaboration
- Team leadership and development
- User-centred design and research
- Customer journey mapping
- Innovation and experimentation

### CERTIFICATES

- Certified Scrum Product Owner
- Certified ScrumMaster

### INDUSTRIES

- Technology/Digital
- Video and Audio
- Energy and Utilities
- Travel and Tourism
- Retail/E-commerce
- Financial Services



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### PROFILE

I have a track record of driving product vision and strategy across web, mobile, backend platforms and data products, consistently aligning business objectives with market needs.

Experienced in leading global, cross-functional squads to deliver high-impact solutions, including achieving a 42% web-to-mobile conversion rate and securing £1.75 million in funding for a Net Zero initiative. Strong focus on data-informed decision-making, stakeholder management, and user-centred design to drive customer engagement and business growth.

When I was made redundant from Jugo, my partner and I decided together that I'd take on the childcare while she returned to full-time work. With the kids now settled into childcare, I am now ready to return to a senior product role.

### EXPERIENCE

#### Senior Product Owner - Web, Mobile & Platform

Jugo Digital LTD · Hybrid · Leeds, UK · Full-time · March 2023 - August 2024

Reason for leaving: redundancy

Led the product strategy and roadmap for Jugo's web and mobile platforms, aligning business objectives with a phased delivery plan that accelerated user adoption and revenue opportunities. Coached cross-site squads (UK and EMEA) to improve delivery cadence and collaboration.

- Delivered iOS and Android apps ahead of schedule using a phased rollout (Closed Beta, Open Beta, Release Candidate), achieving a 42% web to mobile conversion rate in three weeks.
- Designed and implemented public and private APIs to enable client self-service access to data, improving onboarding and integration speed.
- Introduced agile ways of working across squads, increasing responsiveness to customer feedback and reducing cycle time for key releases.
- Mentored Product Owners and cross-functional squads across four locations to ensure cohesive delivery across web, mobile and platform.
- Developed comprehensive roadmaps for platform, web frontend, and mobile applications.
- Secured alignment between product strategy and business objectives.
- Drove technical discovery sessions with engineering teams to define the "how" behind the "what" and "why".

#### Key Projects

- iOS and Android Native Applications: Delivered ahead of schedule via phased rollout. Achieved 42% web-to-mobile conversion rate within three weeks, driving user engagement.
- AI-Enhanced Visual and Communication Technologies: Led PoC and implementation of NVIDIA Picasso and Maxine for noise cancellation, face tracking and gaze correction, enabling immersive virtual meetings.
- Public and Private APIs + Payment Integration: Built self-service APIs with governance and Stripe PoC, enabling client data access and subscription revenue growth.

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## Senior Product Owner - Data

National Grid · Hybrid · Warwick & Leeds, UK · Contract · July 2022 - March 2023

Reason for leaving: contract taken in-house

Led data discovery squad to model SF6 leakage across the network using IoT, imagery and video data. Secured £1.75m funding for Net Zero initiative by delivering predictive tools and collaborating with technical and environmental experts.

- Modelled SF6 leakage patterns to enable predictive maintenance, reducing environmental impact and supporting National Grid's sustainability goals.
- Secured £1.75m funding through data-driven insights and cross-expert collaboration to minimise emissions.
- Coordinated AR capabilities for on-site engineers using Meta Quest hardware, digitising station infrastructure access.

## Senior Product Owner - Data

Sainsbury's · Remote · Leeds, UK · Contract · October 2021 - July 2022

Reason for leaving: end of contract

Led data consolidation and governance to resolve audit issues on own-brand food data. Built and coached a squad through migration from on-prem Oracle to AWS/Snowflake, introducing automation and data contracts to improve reporting accuracy and speed.

- Consolidated diverse data sources, fixing audit findings and enabling more reliable business reporting.
- Migrated data warehouse to AWS/Snowflake with Agile Scrum, improving scalability and reducing manual processing time.
- Implemented metadata management, data catalogues and governance contracts, passing re-audit and increasing data accessibility across the organisation.

## Product Manager - Mobile Apps

Yorkshire Building Society · Remote · Leeds, UK · Full-time · August 2020 - September 2021

Reason for leaving: moved to contracting to broaden experience

Launched Yorkshire Building Society's first mobile app for iOS and Android, aligning business, customer and delivery expectations to deliver a valuable new channel for members.

- Delivered first YBS mobile app across iOS and Android markets, ahead of internal targets.
- Aligned cross-functional stakeholders to define scope and realign team accountabilities for successful launch.
- Enhanced member value proposition through innovative mobile features, improving digital engagement.

## Product Owner - Mobile, Web & Platform

Pocketworks Mobile LTD · Onsite · Leeds, UK · Full-time · June 2018 - July 2020

Reason for leaving: limited career progression opportunities

Led mobile, web and platform product delivery for agency clients, directing iOS, Android and web squads to transform client businesses through innovative apps.

- Delivered transformative mobile apps that disrupted client markets and met aggressive timelines.
- Managed cross-functional squads in a fast-paced agency environment to translate client needs into technical solutions.
- Directed in-house development teams across iOS, Android and web to maximise client business impact.

## Product Owner - Web & Platform

ASDA/Walmart · Leeds, UK · Full-time · Jan 2013 - June 2018

Reason for leaving: department restructure

Led delivery of Product Information Management platform for ASDA Direct and George.com, coordinating in-house and external squads across clothing and general merchandise.

- Delivered PIM platform on time to improve product data management across ASDA Direct and George.com.
  - Managed in-house and external squads to meet departmental needs for clothing and merchandise.
  - Aligned stakeholders to ensure project success and high satisfaction across business units.
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