

Murdo Connochie

A creative strategist and product manager building businesses and leading teams at KPMG. [Learn more at murdo.xyz](https://murdo.xyz).

Experience

KPMG

London, UK

Manager, Strategy Consulting

October 2014 to Present

- Extensive knowledge of strategy and proposition development, with skills in product management and business analysis
- Lead cross-functional teams from Strategy, Technology, Operations, Risk, and People; typical team size of 2-5 strategists, business analysts, and / or user researchers

Example projects:

- Strategy refresh and operating model design for a top 10 UK Building Society, which identified key market participation decisions and shaped a three-year transformation programme
- Platform design for a global FX trading firm; identified business and technology requirements for platform build, created user flows and wireframes for the user experience, and identified capability uplift required to support the future state
- Assessed the competitive advantage of a top 5 UK Building Society and, based on these strengths, designed 20+ future business model options for Executive consideration
- Designed the offline and online customer experiences for a top 10 UK Building Society based on market insight, customer segmentation, and technology feasibility
- Led the research and design of an internal digital government platform, including strategy definition, prototyping, and target operating model definition
- Planned a US-based software firm's UK market entry, including B2B sales approach and HQ location

Qualifications

- CIMA / CGMA
- Certified ScrumMaster
- ITIL v3 Foundation Level

Speaking Engagements

- Customer Insights, *CIH Housing Conference*
- Blockchain in Financial Services, *Scottish Financial Enterprise Briefing*
- Future of Retailing, *Heriot-Watt University - Marketing Undergraduate Course*

Liberty Mutual Insurance

Boston, MA

Digital Strategy Analyst

June 2013 to August 2013

- Researched future mobile technologies to modernise the company's mobile strategy
- Collaborated with technical and business staff in design and build of a customer-facing iOS and Android application
- Prototyped iOS wallet insurance card to simplify customer identification

Skills

Discover: [Vision Definition](#) [Organisational Baseline](#) [Personas](#) [Journey Mapping](#) [User Research](#)

Define: [Market Analysis & Insights](#) [Jobs to be Done](#) [Product Strategy](#) [Design Principles](#)

Design: [Proposition Concepts](#) [Wireframes](#) [Prototypes](#) [Capability Mapping](#) [Technology Feasibility](#)

Deliver: [User Stories](#) [User Flows](#) [Market Sizing](#) [Business Cases](#) [Delivery Roadmap](#)

Manage: [Scrum](#) [Kano Modeling](#) [MoSCoW](#) [Workshop Facilitation](#) [Stakeholder Management](#)

Tools: [Excel](#) [PowerPoint](#) [Tableau](#) [Visio](#) [Balsmiq](#) [Surveys](#) [GitHub](#) [Bootstrap](#)

Education

Heriot-Watt University

2010-2014

Bachelor of Actuarial Science, Edinburgh, UK