

# Curtis Blunden

Product Lead at RPS

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## SUMMARY

I'm a forward-thinking Product Manager with six years of product experience, driven by a passion for solving customer challenges with cutting-edge technology. I thrive on scaling products to connect with broader audiences, tapping into deep customer insights to drive growth.

My approach is about putting the customer first with every product decision. I'm skilled at bringing big ideas to life within resource limits, consistently turning visions into reality. My decision-making process combines gut instinct with data-driven insights, ensuring well-informed and effective choices.

As a Product Manager, leading teams to success is where I truly shine. I'm fluent in tech and business, bridging gaps to create a cohesive and collaborative environment. My talent for storytelling keeps teams engaged and motivated, uniting us under a shared purpose.

I'm a continuous learner; I embrace challenges for personal and professional growth. When things get tough, my composed nature helps me navigate crises, turning obstacles into opportunities. I have a meticulous eye for detail, ensuring my decisions are consistently top-notch.

My expertise spans product management, user-centric design, product analytics, and strategic planning, all executed with Agile methodologies for tangible results. I'm well-versed in FinTech, HealthTech, Mobile Apps, E-commerce, and SaaS, showcasing a diverse skill set across various industries.

## EXPERIENCE



### Product Lead

RPS Group | Full Time | 2023 – Present

As the Product Lead at RPS, I play a crucial role in steering the ongoing development and refinement of myProjects, our PPM (Portfolio, Program, and Project Management) solution. My responsibilities include analysing customer needs and market trends, identifying potential partnerships, strategising differentiation opportunities and reviewing competitor offerings to ensure ROI, "The right bet", whereby these insights are translated into detailed requirements where I work with the development team to deliver innovative solutions that meet customer demand.



### Product Manager

VALD | Full Time | 2022 – 2023

Strategically led as the Product Manager at VALD, overseeing the delivery of technical projects and innovations in cloud infrastructure, security, and data management. In addition to standard day-to-day product responsibilities, I actively performed product discovery, including hypothesis and usability testing with clients, collaborated closely with cross-functional teams, defined and delivered vision and roadmaps, and regularly interviewed clients for valuable feedback. Achievements include successfully revamping identity and onboarding pages, resulting in a 4.4% increase in traffic. We additionally implemented dynamic features in our data analytics product, contributing to a remarkable 9.67% rise in active users, and we successfully executed the implementation of data residency, unlocking new revenue streams and meeting regulatory obligations.



### Senior Digital Product Owner

Suncorp | Full Time | 2021 – 2022

Oversaw the Suncorp Insurance Sales Funnel's digital transformation, focusing on the AAMI Insurance sales funnel. As a key team member, I conducted minor optimisations through A/B testing and strategically focused on infrastructure work. Recognising the potential for a more significant impact, I prioritised improvements such as error reduction and performance upgrades on the tech stack, contributing to a positive revenue impact. Achievements include resolving critical issues, achieving a 2% increase in buy completes, integrating third-party reviews for a 5% boost in buy starts, and implementing a discount banner, leading to a 1% increase in quote completions.



### Delivery Manager

Suncorp | Secondment | 2020 – 2021

Led Suncorp's Automation Banking Team, overseeing the banking automation tech stack, including delivery and management of existing implementations. Achievements include contributing to the successful delivery of an automation tool that reduced loan variation processing time from 45 minutes to just a few minutes. Additionally, I delivered automation capabilities for backend transaction processing, eliminating the need for two full-time equivalents (FTEs).



### Senior Digital Product Owner

Suncorp | Full Time | 2018 – 2020

As the Senior Digital Product Owner in the Banking Self-Service Team at Suncorp Group, I oversaw digital banking self-service assets. Spearheading significant initiatives to deliver best-in-class banking experiences across the Suncorp App, Internet Banking, and Suncorp Secured App. Additionally, I served as the operational escalation point. Achievements include launching an innovative AI-integrated online banking communication platform, reducing call centre volume by 10%, and optimising the lending onboarding flow, resulting in a 25% reduction in login errors and decreased call centre dependency by 125 calls daily.



### Non-Relevant Roles

Suncorp | Full Time | 2015- 2018

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## LICENSES & CERTIFICATIONS

### ICP-APO – Agile Product Ownership

ICAgile | October 2021 – No expiration date

### PSM1 – Professional Scrum Master

PM1World | November 2018 – No expiration date

### POPM – SAFe Product Owner & Manager

Scaled Agile Inc | June 2020 – June 2021

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## SKILLS & DOMAIN KNOWLEDGE

**Skills:** Product Strategy, Product Management, Problem-Solving, Product Analytics, Strategic Development, Portfolio Strategy, Leadership, Stakeholder Management, User Experience, Agile Methodologies, Product Development, Communication, Large Scale Change Management, Scrum, Backlog Management, Product Vision, Project Management

**Domain Knowledge:** Fintech, Healthtech, Mobile Apps, E-Commerce, SAAS