James Law

Strategic Product Leader | SaaS, Maritime & Logistics Platforms | B2B/B2C | AI-Curious Technologist

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SUMMARY

Strategic Product Leader with 5+ years' experience delivering complex SaaS platforms in logistics and maritime domains, following 11 years at sea as a Senior Deck Officer. Proven ability to lead cross-functional teams, influence commercial outcomes, and navigate operational complexity. Deep domain expertise in compliance, shipping, and B2B/B2C product delivery. Actively building and experimenting with AI-powered tools to enhance decision-making and operational efficiency. Seeking a leadership role where pragmatic innovation, stakeholder alignment, and product vision drive meaningful business impact.

EXPERIENCE

90POE, London (remote) — *Product Manager*

September 2022 - PRESENT

Spearheaded the full lifecycle development of a mission-critical SaaS platform used to manage commercial and operational shipping activities, from discovery to launch in under 18 months.

Led an interdisciplinary team across product, engineering, QA, and domain experts, balancing delivery speed with long-term product scalability.

Designed and implemented product strategies aligned with both internal KPIs and client operational goals, generating wide stakeholder buy-in across a traditionally conservative user base.

Introduced user feedback loops, structured backlog processes, and cross-functional rituals to improve delivery flow and product quality.

Championed a shift from project-led delivery to product thinking, emphasising iteration, continuous discovery, and outcome measurement.

Collaborated closely with leadership and clients to shape the strategic product roadmap for a high-revenue business-critical system.

Thames Water, Reading — *Product Owner*

April 2022 - Sept 2022

Led the digital transformation of customer-facing services in a legacy environment. Partnered with stakeholders to streamline workflows, prioritise UX-led improvements, and deliver incremental value through

SKILLS

Strategic Product Leadership

AI & Automation Awareness (incl. GPT APIs, AI tooling exploration)

Stakeholder Management & Influence

UX Research & B2C Design Thinking

Product Roadmaps & Vision

Agile, Scrum & Change Management

SaaS Platforms (B2B & B2C)

Tools: Jira, Confluence, SQL, Python (basic), GIS, Figma, AWS, Github

PERSONAL PROJECTS

AI-Driven Maritime & Productivity Tools

Prototyped and deployed multiple AI-enhanced web apps using OpenAI's GPT APIs and TypeScript, demonstrating hands-on understanding of applied AI in operational domains, with a focus on enhancing decision making, automation and workflow efficiency:

Laytime Calculator:

Automates laytime calculation

iterative product development.

Smartstream Technologies, Bristol — *Product Owner*

April 2021 - April 2022

Introduced Agile structure across five development teams, enhancing delivery predictability and stakeholder transparency. Took initiative as interim Scrum Master, driving adoption of modern product tooling (Jira roadmaps, retros, release cycles) to support scalable delivery practices.

LR OneOcean, Southampton — *Product Manager*

February 2020 - August 2021

Owned five B2B/B2C maritime SaaS products serving compliance and operations across 500+ vessels.

Delivered a ground-up rebuild of OneOcean's flagship platform, aligning product design with user workflows and environmental regulation.

Partnered with marketing and sales to run go-to-market webinars and customer onboarding campaigns.

Gained hands-on experience with SQL, GIS technology, APIs, and web development concepts to bridge technical and product discussions.

EDUCATION

Warsash Maritime Academy / Southampton Solent University — *Chief Mate's Unlimited Certificate of Competency & Foundation Degree in Maritime Operations*

September 2007 - September 2010

Gained deep technical and operational knowledge of the global shipping industry through academic study and applied maritime training. Developed skills in navigation, safety management, leadership, and compliance. Laying the foundation for a career combining complex operations with technology-driven solutions.

OUTSIDE OF WORK

I'm a keen runner, guitarist, and always exploring the latest in consumer tech and AI.

from event data and clauses using natural language prompts.

Voyage Estimator:

Generates TCE estimates from voyage inputs using LLMs, improving scenario analysis.

User Story Generator:

AI assistant for generating user stories based on product goals and constraints.

MY PORTFOLIO

Designed and built a personal portfolio site to showcase product leadership, side projects, and technical experiments.

Tech Stack: React, TypeScript, Tailwind CSS, shadcn/ui, OpenAI API.

Hosted on: Vercel, with a custom domain.

Features: Embedded AI chatbot powered by GPT-4, blog system, mobile-responsive layout, and a custom-built projects feed linked to GitHub repos.

Purpose: Demonstrates my blend of product strategy, UI/UX skills, and hands-on experimentation with AI and web technologies.