**Ita Sherlock**

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**PRODUCT LEADER & TECHNOLOGY STRATEGIST**

I excel at translating high-level strategy into well-defined and workable objectives and deliverables.

With in-depth knowledge of trends in technology, I enjoy innovating. I’m upbeat, confident and influential when collaborating at senior level, with experience that encompasses websites, call centre software, and mobile applications across travel, telecommunications, security and other hi-tech industries.

I motivate teams well and foster positive working relationships between stakeholders and technical teams to ensure that the end-product lives up to the original vision.

Technology innovation evangelist Board-level influencer

Product roadmapping & planning Agile development

Customer experience advocate Process change management

**PROFESSIONAL EXPERIENCE**

Aug 2016 –  **HEAD OF DRAFTING & PRODUCTIVITY SOLUTIONS**

Dec 2018 **LexisNexis UK**

Product management of the award-winning Lexis®Draft Word add-in used by lawyers at an array of firms from global largest law firms to smaller high street firms driving productivity and accuracy.

* Delivered the product strategy and roadmap for a mature, profitable product, by working directly with stakeholders at law firms to understand their needs and work practices, resulting in the development of key features delivering the most value to our customers, with new point releases averaging on monthly basis.
* Initiated monthly internal cross-functional product steering group with representatives from across the business. This resulted in cross-functional collaborations between the marketing and training teams among others.
* Re-vamped the the operational support and maintenance of the product, including initiating formalised project management of rollouts at large customers, which protected ongoing renewal revenue from several hundred customers.
* Launched major new product versions with substantial feature changes, working with both internal and external stakeholders which drove greater usage of the product in the market.
* Evolved the relationship with the sales and marketing departments to continue to drive double-digit sales growth rates, providing the credibility to ensure closure of a number of large deals.
* Line management of Technical Product Manager and Technical Consultant and initiated the matrix management of pre-sales and project management resources. Mentored new team members into their roles, enabling them to add value and gain confidence quickly

June 2014- **SENIOR PRODUCT MANAGER - GLOBAL**

June 2016  **Expedia Affiliate Network**

Product management of hotel content & geographical information provided via APIs to several thousand affiliates across the globe, who re-sell Expedia’s hotel inventory.

* Collaborated directly with affiliates to understand their businesses in-depth, consulting with them on future product enhancements and running betas of new product features resulting in their ongoing commitment to do work on their side to avail of new features.
* Added an array of quick win features through agile delivery, continually adding business value.
* Worked closely with marketing, account management and consulting teams to ensure that new features are proactively sold to affiliates across the globe including some well-known brands.
* Covered Technical Product Manager role for 4 months, whilst recruiting a new hire, alongside of existing product management responsibilities. Managed backlog for up to three agile development teams, based in the USA and Mexico.
* Line managed Technical Product Manager, based in the USA, ensuring strong communication and planning alignment in spite of the geographical separation.

Nov 2013-  **SENIOR PRODUCT MANAGER – UK & IRELAND**

May 2014 **Visa Europe Ltd**

Product management of V.me digital wallet, co-branded by Visa and it’s member banks, driving focus on the UK and Ireland markets.

* Ran regular road show meetings with ecosystems partners, including high-street banks, detailing roadmap features under development and getting their feedback in order to tune the product offering in order to maximise take-up.
* Influenced the evolution of supporting processes, tools and documents to enable channel partners to take V.me to market.
* Canvassed successfully into the product development organisation for for prioritisation of hot issues to progress product roadmap to meet market demands.

Mar-Oct 2013 **LEAD PRODUCT MANAGER - INTERNATIONAL**

**Hotwire.com**

Product management of eleven Points of Sale across the globe for this growing Expedia subsidiary.

* Drove clarification and shared understanding of the current state of the international car rental business, identifying key gaps in the current offering, which lead to strategic decision making about the long term prospects for this entire line of business. Context was added to this analysis by engaging in research into the industry as a whole, drawing on both internal and external sources.
* Managed transition of relationship with offshore agile international hotel development team through change in product management, scrum master and development team membership, whilst continually adding key new features.
* Developed a deep relationship with business units impacted by and driving change to the international hotel sites, to ensure joint planning, and support of their business goals. This included marketing, supply, customer care, finance, revenue management and other hotel product teams. This was evidenced by the breadth of requirement sources from across the organisation.
* Directed user testing programme with members of the public to gather their feedback about potential new website features, resulting in changes to our priorities, and challenges to assumptions.

2012 **PRODUCT MANAGER**

-2013 **Cognito**

Product management of the successful development and timely launch to market of a suite of mobile workforce applications software products for both Android and Apple iOS devices, along with integrated management and reporting dashboard website.

* Re-engineered organisational processes to facilitate information exchange between business and client stakeholders and ensure all parties had opportunity to give and receive product feedback at critical stages of design process, and thus streamlined product delivery.
* Initiated director-level product steering group to communicate status and issue escalations and determine product development priorities.
* Matrix managed product analysts who produced detailed requirements for team of over 20 developers.
* Initiated product briefing process for sales, consulting and marketing teams to increase awareness of product capabilities, facilitate launch planning and ensure clients received accurate and consistent updates on product progress. Engaged with marketing team to develop professional, client-focused product presentations, data sheets and FAQs.
* Empowered sales team to sell products effectively by providing product demonstrations and comprehensive briefings on positioning, benefits, functionality and usability.

2010  **PRODUCT MANAGER**

-2012  **Creativity Software**

Created a suite of cutting-edge location-driven web and mobile phone-based software products, including mobile advertising, social networking and tablet applications and a business directory. Launched products to MNO’s for use by their customers.

* Designed new products from scratch, utilising market research, competitor analysis, business and client feedback and in-depth knowledge of technology trends to determine priorities and create product development plans and roadmap.
* Collaborated effectively with development team managers to implement delivery plans in accordance with agile testing principles and worked with digital designers to create products that delivered optimal user experiences.
* Drove change in company strategy from customer-led to marked-led product development. Made savings by reducing costly customisation for individual clients and strengthened company’s competitive edge by better positioning of its products in the marketplace.

2007-2009 **STRATEGIC PRODUCT MANAGER**

**Symantec UK**

Managed online technology strategy for global channel partner business that generated annual revenue of £2.5 billion. Worked closely with global partners to understand and represent their interests across the organisation. Communicated directly with VPs and senior directors to evolve strategy. Managed global partner reporting and website analytics team.

* Created detailed technology roadmap for all partner-facing systems including global partner website.
* Shared insight into global partners’ needs. And championed them across the organisation. Convinced business units to align initiatives with partner needs, including a new community website and knowledgebase for partners as well as range of online ordering tools.
* Founded business architecture council that created comprehensive cross-functional project roadmap highlighting gaps in technology capabilities within the organisation and made recommendations to improve company’s strategies for management of its commercial lifecycle and technology portfolio.
* Proposed and won funding for £1.25 million website development project that resulted in ability to redeploy approx 15 staff globally.

#### 2003-2007 WEBSITE OPERATIONS MANAGER

**Symantec UK**

Managed global PartnerNet website operations team, transforming its processes to support 100% increase in website user numbers and maintain agreed service levels.

* Business Lead on a series of PartnerNet evolution projects, including £2 million complete system rebuild following company merger, responsible for the majority of project scope decisions.
* Led all aspects of business readiness for new project, from creation of communication materials to supporting business change and carrying out training, working cross functionally across the company
* Earned promotion for success in project delivery.

**EDUCATION AND PROFESSIONAL QUALIFICATIONS**

**BSc Computer Science & Chemistry** UNIVERSITY COLLEGE DUBLIN

**MBA Units in Technology Strategy and Management** OPEN UNIVERSITY

**LANGUAGES**

**French** - Conversational

**Italian** - Basic