

# 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

Toronto, Canada

Senior Manager, Customer & Strategy Consulting

October 2014 to Present

- Extensive knowledge of strategy and proposition development, with skills in business analysis and service design
- Lead cross-functional teams from Strategy, Technology, Operations, Risk, and People; typical team size of 5+ strategists, business analysts, or user researchers
- Chartered Management Accountant, certified ScrumMaster, and ITIL Foundation certified

Example projects:

- Acted as interim Head of Payments for a major North American retailer to design the in-store and online digital payments solution, working with product development teams to build the MVP release
- Strategic review and operating model design for a top 10 UK Building Society, which identified key market participation decisions and shaped a three year transformation programme
- 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

### Speaking Engagements & Publications

- [Strategic Blockchain Use Cases Whitepaper](#), KPMG
- Customer Insights, *CIH Housing Conference*
- Blockchain in Financial Services, *Scottish Financial Enterprise Briefing*
- Future of Retailing, *Heriot-Watt University - Marketing Undergraduate Course*

### Other Pursuits

iOS App Development

2021

- Launched [Wall Street’s Best](#) - an iMessage sticker app based on r/wallstreetbets culture
- The app reached Top 50 in the iMessage app store at its peak

Liberty Mutual Insurance

Boston, MA

Analyst, Digital Strategy

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

OKRs

Design: 

Proposition Concepts

Wireframes

Prototypes

Capability Mapping

Technology Feasibility

Deliver: 

User Stories

User Flows

Market Sizing

Business Cases

Delivery Roadmap

Manage: 

Scrum

Kano Modelling

MoSCoW

RICE

Workshop Facilitation

Stakeholder Management

Tools: 

Excel

PowerPoint

Visio

Balsmiq

Figma

GSuite

GitHub

Surveys

## Education

Heriot-Watt University

2010 to 2014

Bachelor of Actuarial Science, Edinburgh, UK