

## Contact

[www.linkedin.com/in/joyrajdutt](https://www.linkedin.com/in/joyrajdutt)  
(LinkedIn)

## Top Skills

Lead Generation

User Interface Design

ERP Implementations

# Joyraj Dutt

I synthesise psychology, storytelling, data and technology to build delightful product experiences that drive compounding growth.

London, England, United Kingdom

## Summary

An empathetic, creative, self-directed and ambitious product and business leader with a proven track record in leading product, design, engineering, marketing and cross-functional remote teams to ensure success and achieve sustainable growth for digital-first companies.

I employ multiple thinking styles and market research techniques to solve complex business problems and enable profitable ventures. My approach to building solutions is always customer-centric and business-outcome driven.

I am able to maximise operational efficiency and the bottom line by building high-functional teams, launching new products, introducing compounding growth loops, implementing appropriate user experience enhancements and integrating emerging and cutting-edge technologies.

From taking direct-to-consumer e-commerce brands to 6 figure revenues under 90 days to growing content and community platforms with millions of monthly visitors, I have been a key player in the growth story of numerous digital-first companies over the last 15 years.

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## Experience

### Utility Warehouse

Growth Product Manager (Multi-Service Innovation)

September 2022 - Present (11 months)

London, England, United Kingdom

### EzToned

CPO & COO (Connected Fitness)

March 2020 - July 2022 (2 years 5 months)

Auckland, New Zealand

### Redsundae FZE

CPO & COO (Luxury Gifts & Women's Lingerie)

April 2017 - March 2020 (3 years)

Dubai, United Arab Emirates

### Wilderness Motorhomes New Zealand

Business Support Manager (Luxury Motorhomes)

August 2018 - April 2019 (9 months)

Auckland, New Zealand

### Freelance

Digital Marketing Manager (E-Commerce)

April 2014 - March 2017 (3 years)

Dubai, United Arab Emirates

### WJunction

Web Designer & Digital Strategist (Founders' Community)

February 2008 - January 2013 (5 years)

Dubai, United Arab Emirates

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## Education

Auckland University of Technology

Bachelor of Business Information Systems · (July 2016 - April 2020)