John Camilleri

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**RE: Product Manager**

To whom it may concern,

I am very interested in the Product Manager role currently advertised.

I have successfully completed a **marketing degree with distinction, an Associate Diploma in Audio Visual Engineering, Certificate in Agile Excellence for Product Managers at** [**Brainmates**](https://www.brainmates.com.au/)and have over 10 years experience in **Product Management** roles in the services industry with large, reputable organisations, including Telstra (mobiles), RACV, Australia Post, **realestate.com.au**, Transurban, Olympus Medical, PMP Digital and Konekt.

I have extensive experience in developing the **product and go to market strategies** for IT based products.

I have the following key skills and experience:

* Developed and managed **Digital Product** portfolios including the product strategy and product roadmap for **cloud based products**
* As a Senior Product Manager developed online products for **realestate.com.au**
* Developed Australia’s first Online Pre-employment Medical Assessment product (Jobscreen) in consultation with doctors, allied health professionals and internal cross functional team at Konekt. This is a cloud based product
* Digital Product management – developed apps and web applications
* Agile product management
* Defining, aligning (to strategy and roadmap) and prioritising requirements / backlog
* Collaborating with **Sales and Customer Service** to gain insights on customer and product requirements based on feedback from customers and **competitor analysis**
* Running workshops to define business requirements / user stories
* Experience working with UX/UI designers in product development
* 4 years experience as a Go To Market at Telstra Mobile launching the latest mobile products and services including **mCommerce**.
* Managing a team of Product Managers
* Managing the strategy, development, implementation and performance of products / services, including cloud based services and managing applications and platforms
* Process re-engineering of existing products to increase customer satisfaction and reduce costs
* Excellent presentation skills – one on one and in groups
* Developing reports based on large data to turn into meaningful information in order to base business decisions
* Managing cross functional virtual teams – IT, Sales, Legals, Customer Service, Marketing, Digital
* Developing and implementing go to market plans including promotion, pricing, positioning, distribution and processes
* Providing sales with training and up to date sales collateral to be able to sell the product
* Stakeholder management and managing partner relationships and negotiations
* Project management experience including risk identification and mitigation and managing timelines and dependencies
* Keeping abreast with emerging technologies

Below is a summary of some key projects I have been a part of:

* Developed Australia’s first mass data product Pocketnews with Telstra mobile. The product sent information to the mobile (e.g. news, sport, weather, stock price etc..) either on demand or via setting up a profile on the web. <http://www.pocketnews.telstra.com>
* Developed Australia’s first m-Commerce product Dial a Coke where customers can purchase cans of Coke with a mobile phone
* Project managed the launch of Mobile EFTPOS with all major banks
* Developed and launched the world’s first Personalised Stamps with Australia Post, where you can get your photo on a real stamp
* Was a Senior Product Manager at realestate.com.au and developed classified ad products – Property of the Week, Feature Product
* Developed, launched and Project Managed Australia’s first online pre-employment medical product JobScreen with Australia’s leading Occupational Physician whilst working for Konekt.

<http://www.konekt.com.au/solutions/injury-prevention/pre-employment-assessments/>

If you would like to discuss this exciting opportunity, please call me on 0435 946 011.

Yours sincerely,

John Camilleri