Callum Rowe (he/him)

Seasoned product manager, project manager and business analyst. I've done strategy and execution at startups, corporates, and consulting across the creative tech, CXM, media, healthcare and financial services sectors.

EXPERIENCE

Senior Product Manager @ Biteable

2022 - Present (Remote)

Biteable is an online video editor with 9 million+ users and over 10,000 companies. I lead product development for the Growth, Monetization & Content squad.

- Lead the strategic vision and roadmap across user onboarding, activation, content engagement, collaboration and customer retention. Worked closely with Engineering, Design, Content, BI, Marketing, and Executive Leadership to identify and prioritize problems, and iterate solutions to drive business results.
- Led development and launch of AI-powered video builder tools, resulting in a 4% increase in user activation and a significant reduction in video creation time.
- Led the inception, development and launch of a new content discovery experience, reducing time to publish, and improving discovery and adoption of in-house Studio content by ~10%.
- Led a cross-functional initiative to move to a Premium/Free Trial monetization model, driving a 120% increase in premium trial signups and boosting historic user retention to over 65%.

Product Manager @ AskNicely

2019 - 2022 (Auckland, NZ)

AskNicely is award-winning customer experience software for service businesses. I led product development for the Mobile & Frontline Experience squad.

- Owned the product roadmap and backlog for the frontline worker user experience, enabling the business pivot into a frontline CX platform.
- Led the iterative redesign of AskNicely's mobile app for frontline, leading to an increase in Daily Active Users.
- Led the development of mobile frontline insights for managers, resulting in a 10pt increase in NPS for the manager user segment.
- Drove the development and launch of AskNicely's employee feedback offering, completing the in-product implementation of AskNicely's CX improvement reference model.
- Led the planning and delivery of a strategic integration supporting the implementation of AskNicely's largest-ever enterprise deal.

Project Manager + BA @ IAG New Zealand

2018 - 2019 (Auckland, NZ)

IAG is the largest general insurer in New Zealand, with over 4,000 employees and $940b insured assets. I worked across multiple strategic programmes:

- Business design & business case development for revenue growth projects across consumer and business segments.
- Project management, stakeholder engagement and vendor management in enterprise risk remediation.

CONNECT

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SKILLS

Business Case Development
Product Strategy
Roadmapping
Prioritization
Stakeholder Management
UX Design
Data Analysis
Business Design
Process Design
Business Change

TOOLS

Figma
Pendo
Fullstory
Salesforce
JIRA and Confluence
Tableau
Aha.IO
Productboard
Dovetail
Miro
Notion

EDUCATION

Bachelor of Business

AUT University

Auckland, NZ

2011-2013

Product Manager @ Blerter

2017 - 2018 (Auckland, NZ)

Blerter is an integrated communications, operations and safety platform for running events.

- Revamped user onboarding enabling thousands of event-day volunteers to onboard seamlessly onto the platform, benchmarking user activation after a business pivot.
- Designed and delivered the platform's Runsheets feature.
- Managed the redesign and rebrand of the platform's web and native iOS/Android applications.

Senior Consultant @ Davanti Consulting

2015 - 2017 (Auckland, NZ)

Davanti Consulting (now Merkle Aotearoa) is a business and technology consultancy working with some of New Zealand's largest businesses.

- Managed implementation of a business workstream supporting the transfer of $19b worth of assets for an Australian financial services client enabling greater capital efficiency at a group level.
- Product lead for a Salesforce project consolidating 20+ tools/systems within a 400-person contact center.
- Product lead for a squad developing an MVP product delivered in three months, enabling lean startup learning for an NZ government-owned organization.
- Additional experiences include product management at a media company, and business analysis in banking and wealth management.

Business Analyst @ Southern Cross Health Insurance

2013 - 2015 (Auckland, NZ)

Southern Cross is New Zealand's largest health insurer, covering over 940,000 New Zealanders.

- Identifying and detailing functional and integration needs for a Dynamics CRM system, aimed at streamlining healthcare and medical provider management.
- Documenting and analyzing requirements for digital platforms and core policy system enhancements for employees, customers and partners.
- Employing Investment Management Standard methods to guide teams through project scoping and business case development.