JOSEPH WOODLAND

Product Owner

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PROFILE

Certified Product Owner with experience in end-to end digital product development. Versatile Senior Leader with 13 years' experience leading multidisciplinary teams within fast-paced environments. Led and brought two companies to market developing income generating products over the last 15 years, I am now looking for new opportunities to invest my experience to deliver value to products and organisations; in a Product Owner/Management capacity. Adept at using data, consumer insight and collaboration to inform decisions, influence stakeholders, and deliver maximum value within sprints. Passionate about data-driven decision making, whether looking at sales figures or following app data. Understanding how the data represents user behavior and using this understanding to deliver a better product to the end-user. Secured an 'AI Design and Build' qualification with MIT and Software Diploma and seeking a role to invest my skills and further my development.

SKILLS

Product Development

Goal Orientated

Work Under Pressure

Negotiating

Effective Communication

Problem Solving

Decisive Leadership

UI/UX

Decision Making

Strategic Planning

EMPLOYMENT HISTORY

CEO Product Owner, WorkIt App London

Oct 2018 — Present

WorkIt App is a web and mobile recruitment platform, streamlining the management of a temporary workforce. A SaaS product, it reduces the time and financial burden of businesses outsourcing the management of a temp work force, while increasing salary bands for temp staff through the cost savings.

- **Value Led Planning:** using consumer insight, stakeholder feedback and internal collaboration to define and maximise the value delivered within each sprint and the final product.
- **P2P Product Development:** led the development of the P2P SaaS app product to provide different value outcomes for different audiences on one platform
- **Manage Stakeholders:** liaising with investors to manage their expectations and ensure the product still met their original vision
- **Leading Multidisciplinary Teams:** effectively leading teams with conflicting priorities to ensure the sprints were delivered on time and to budget
- **Sprint Management:** owned the planning, scheduling, prioritisation and review of sprints, defining the sprint value and ensuring tasks stayed out of the backlog
- **Cross-Team Collaboration:** collaborating with Marketing, App Development and other key delivery teams, representing the users needs, negotiating support and incorporating relevant team feedback

- **Customer & Client Engagement**: interacted directly with existing and potential users and clients to understand their needs and barriers to better inform user stories and future features
- **Backlog Ownership:** assessed available resources, user stories and business requirements to inform and priorities the product backlog
- **User-led Design:** placed user stories at the heart of sprints, so teams involved recognise the importance their outputs have on the overall user experience and how it will increase product value.
- **Data Analysis:** analysing quantitative and qualitative user /app data to inform iterative updates improving the users' engagement and experience within the app

Development Chef, Bubble Food: May 2017 — Oct 2018

London

Bubble Food is one of the UK's leading event catering food companies, renowned for their innovative approach, attention to detail and operational excellence. I delivered these values daily at Bubble Foods, specifically:

- **Bespoke Design:** creating concepts from client briefs to deliver unique dining experiences
- **Lean Delivery:** delivering client briefs at pace, scale and with cost effective methods
- **Leadership:** managing a team to deliver and match the clients expectations

Freelance Menu and Business Consultant: Jan 2016 — May 2017

London

Working as a consultant:

- **Client Management**: Listening to clients to deliver bespoke needs for their business within the budget and time constraints provided
- **Data Analysis:** Analysing sales data, identifying trends to produce informed recommendations to improve menu innovation
- **Business Efficiency:** Using my expertise in hospitality operations, implementing changes to maximize efficiencies

Executive Chef & Shareholder, Barnyard Ltd: Feb 2014 — Dec 2015

London

New concept As Executive Chef and shareholder my remit covered:

- **Concept to Market:** Opened a new concept restaurant on Charlotte Street, one of London's most competitive restaurant 'districts'. Won industry awards and achieved break even in year 1
- **Menu Development:** Developing and iterating the menu to remain current and meet critic and diner expectations
- **Data Driven**: Analyzed sales figures, dining trends and reviews to develop and inform a framework for continual concept development
- **Team Management:** Giving the teams, direction, training and the support they need to manage the restaurant when I am not there.

Full employment history available on request

QUALIFICATIONS

Feb 2021 - Feb 2022

Code Institute

Diploma in Full Stack Software Development

CSS, JavaScript, Python, SQL, MongoDB

Massachusetts Institute of Technology

2021

Designing and Building AI Products and Services

ACHIEVEMENTS

WorkIt App: Securing £200k investment

Dec 2018

Independently researched potential investors, drafted bespoke investment packages and modeled financial projections. This resulted in securing financial investment from select investors in the Financial market who could also contribute their expertise to help WorkIt App scale.

Barnyard: (Former) Award winning Executive Chef and co-founder

Jun 2015 — Jan 2017

Co-founded Barnyard, southern inspired casual dining experience, with Michelin star chef Ollie Dabbous. During my time as Executive Chef from open to Jan 2016 Barnyard won a Bib Gourmand and Time Out's 5/5.

Winning the Investor Connected 2019 Professional Pitching Award

Jul 2019

Shortlisted to pitched WorkIt App to a board of potential investors from FMCG, finance, IT and Retail sectors, coming first in a panel of 5 other shortlisted start-ups.

REFERENCES

References available upon request