





JEROME MINNEY

Growth Lead

CONTACT

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INTERESTS

Everything I've done is in pursuit of globally sustainable solutions, being raised by social entrepreneur parents.

I come alive when I dance (from dubstep to contact improvisation), communicate (from circling to jefferson dinners), and imagine the future.

SKILLS

- Entrepreneur (founded two profitable companies, and sold one tech company)
- Programming (HTML/CSS/JS, Sketch)
- Sales (6 years as a consultant, and closed £250m in the first year of trading for my software consultancy)
- Growth (build a growth team at 7 VC-backed scaleups in two years)
- Product Strategy (built MVP Roadmaps from early stage startups to banks)

EDUCATION

UCL (University College London)
BSc Mechanical Engineering, 2:1

SUMMARY/OBJECTIVE

My goal is to focus on building a sustainable way to run society, and I'm looking to work with an intelligent team that is leading the way in zero carbon energy (demand or supply), storage solutions, supply chain sustainability, nature based solutions, or consulting.

Until now, I've been a head of growth (equivalent) for vc-backed tech companies.

WORK EXPERIENCE

INTERIM EXPLORE (GROWTH) LEAD

Unkillable | London | 2020 – Present

- Build growth teams for 7 vc-funded scaleups in 2 years. One team was discontinued for external reasons, five teams continued to deliver outstanding results, and one team enabled the company to IPO.
- Ran the company-wide OKR-setting process, developing everything from company mission down to team-level OKRs, and capturing learnings from quarterly performance.
- Managed and coached 7 teams to use the scientific process to run dozens of hypothesis-driven growth experiments in parallel to systematically narrow down to the single biggest growth tactic.
- Results including: Doubling talent team output, validating new product-market-fits, and an IPO.

DIGITAL PRODUCT STRATEGY CONSULTANT

Calibre Digital (was Glass Creative) | London | 2015 – 2020

- Generated £250m of business in the first year of Glass Creative trading.
- Ran Product Strategy Workshops to include non-technical stakeholders in developing product roadmaps to achieve business goals and specify functional requirements.
- Learned to deliver world class digital products using british and eastern european employees, freelancers, and agencies.
- Worked with talented startup teams, and corporates including Google DeepMind, Berenberg Bank, ESA, and the FT.

FOUNDING EXPERIENCE

Y1 Systems (Whitelabel Mobile App for Restaurants): Raised 6-figures, built a 10-person product team, found PMF, sold my stake to someone better-equipped to commercialise.

CoHome (Digital Nomad Coliving): Launched and ran profitable coliving space in Shoreditch for 3 years, hosting >1,000 guests.