

OLIVER MEDCALF

Dual UK/US citizen | Greater London | 07760 413770 | olivermedcalf1@gmail.com | linkedin.com/in/olivermedcalf/

Professional Summary

A dedicated Senior Product Manager with a proven record in enhancing product offerings and user experiences within competitive business environments. Played a key role in advancing Reed.co.uk's online B2B Recruiter platform and earlier played a crucial role in SelectLeaders job board digital transformation. Aiming to leverage my strategic product management knowledge in a Senior or Lead role within a forward-thinking, product-focused organisation.

Employment

SENIOR PRODUCT MANAGER | 06/2022 – 11/2023

Reed.co.uk | London, U.K.

- Developed B2B product strategies to enrich user experiences and catalyse audience growth
- Overhauled product pages, resulting in enhanced conversions, projecting a significant 250% ROI in year 1
- Prioritised SaaS e-commerce initiatives in the product backlog, optimising development workflow
- Analysed and leveraged data to address customer needs and inform strategic roadmap decisions
- Facilitated cross-functional collaboration among a team of over 300 staff members to achieve and surpass business targets
- Directed a team of 10 in UX, agile, and engineering, focusing on user-centric product delivery and e-commerce enhancements
- Streamlined the Product Development Lifecycle (PDLC) framework and decision-making, enhancing key areas such as PRD's, Roadmaps, and the Jira initiative board spanning 8 Product teams

DIRECTOR OF OPERATIONS / PRODUCT | 03/2015 – 04/2022

SelectLeaders (a Bisnow Media Company) | New York, U.S. / London, UK

- Led a major program to implement a new product page, achieving a significant 14% YOY increase in online revenue
- Launched over 20 features/products, notably a new search agency, delivering 120% of Y1 target
- Executed email marketing strategies, delivering 1M personalised emails monthly, boosting engagement by 10%
- Oversaw user satisfaction for a 300,000+ job seeker network and 25,000+ recruitment consultants
- Developed a comprehensive data dashboard, enabling precise tracking of user engagement to inform strategic decision-making
- Played a pivotal role in the strategic merger and integration of SelectLeaders Job Site with Bisnow Media
- Directed key product ceremonies including daily stand-ups, retrospectives, workshops, fostering continuous improvement and team collaboration in line with agile methodologies

INTERNATIONAL SALES MANAGER | 03/2012 to 02/2015

Tea & Coffee Trade Journal | **Tea & Coffee World Cup Exhibition** | New York, U.S.

- Developed and executed strategic marketing plans targeting C-suite executives, resulting in an 8% YOY increase in turnover
- Designed trade show packages for top-tier food and beverage companies, enhancing brand visibility and appeal
- Played a key role in exhibition sales strategies, contributing to a 6% YOY turnover uplift securing 30% of total sales
- Managed advertising strategies responsible for 20% of total ad revenue, achieving a notable 10% YOY growth
- Planned and undertook international business trips to establish and maintain strategic partnerships, cultivating long-term relationships.

Education

**Saïd Business School,
University of Oxford**

Artificial Intelligence,
Professional Certificate,
Completion Jan 2024,
Oxford, UK

University of Cambridge

Product-technology
Roadmapping,
Professional Certificate
| 2023
London, UK

Brainstation

Product Management
Professional Certificate
| 2022,
London, UK

Birmingham University

Tourism Management
2.1, BA Hons
| 2005-2008,
Birmingham, UK

Software Experience

Miro | Jira | Asana | Product Plan | Google (Analytics, Ads, Business Manager and Workspace) | Google Docs | Google Sheets | Meta Business Manager | WordPress | Salesforce | Periscope | Shopify | Word | Excel | PowerPoint | Sketch | QuickBooks | Keynote | Balsamiq

Interests

Socialising with friends and family | Yoga
| Gym

References

Available on request
or see LinkedIn Recommendations