



Dane Yardy

Product Lead



Email
daneyardy1@gmail.com



Phone
+44 7818 937004



Location
London, UK



Visa
Youth Mobility Scheme

Expertise

- 0-1 product development
- Discovery research
- Hypothesis testing
- Agile delivery
- Product roadmapping
- Stakeholder alignment
- Workshop design
- Prioritisation
- Product storytelling
- Coaching & growth

References



Nick Gower, Founder,
EY Future Friendly
(+61) 407 497 152
Nick.Gower@au.ey.com
[Linkedin](#)



Shai Luft, Founder,
Bench Media Group
(+61) 402 216 961
shai.luft@benchmedia.com
[Linkedin](#)

About Me

Hi, I'm Dane 🌟 I'm a Lead Product Manager with 5 years experience leading cross functional teams across the entire product lifecycle from problem definition, proposition validation, experience design and delivery within finance, government, enterprise B2B and health sectors. Originally from Sydney, Australia, I've recently relocated to London, United Kingdom to continue to solve challenging problems with diverse teams, and scale the positive impact I can create.

Experience

● Apr 23 - Oct 23 📍 Sydney, AUS



[EY Future Friendly](#)
Product Lead

Throughout my time at EY Future Friendly I successfully led the delivery of 12 initiatives across all phases of the product lifecycle on behalf of some of Australia's largest organisations including Big Four financial institutions, Government agencies and not-for-profits in the mental health industry.

- Aligning teams across large scale organisations to the shared vision, business and customer outcomes.
- Shaping new service propositions and validating them through real-world research.
- Defining 0-5 year, long-term roadmaps to deliver immediate progress towards future visions.
- Building and launching new digital services, supporting client teams to their first horizon.
- Coaching internal & client product teams to build capability and ensure they succeed.
- Leading new business proposals & relationships.

● Feb 19 - May 21 📍 Sydney, AUS



[Bench Media Group](#)
Platform Solutions
Lead

After 4 years at Bench, I transitioned into a product development role, working alongside our engineering & sales team to lead the launch of our B2B enterprise marketing automation platform.

- Implemented an ongoing cadence of product discovery research including interviews with internal and external users of the product.
- Redesigned the product demonstration process & led all new business proposals.
- Prioritised solutions to deliver that ultimately led to onboarding our first major agency customer in Singapore.

● Mar 17 - Feb 19 📍 Sydney, AUS



[Bench Media Group](#)
Group Manager of
Performance

As Group Manager of Performance I managed and coached a team of up to 10 performance managers.

- Implemented growth plans & weekly coaching sessions with direct reports.
- Responsible for the success of the businesses \$3m/month portfolio of campaigns.
- Lead the team that won 'Best Programmatic Trading Team' at the 2018 B&T Awards.

Recent projects



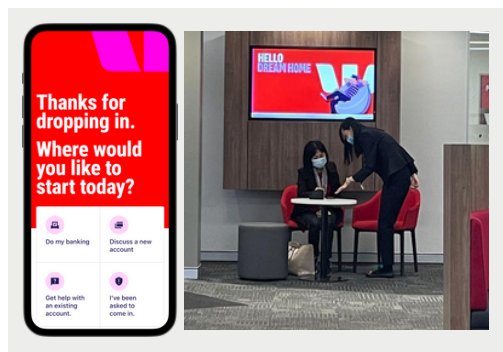
Emergency response platform for Primary Producers & Government

Over 10 months on behalf of the Department of Regional New South Wales, I led the discovery, design and delivery of a new digital product that connects primary producers with alerts, information and support services to reduce the impact of biosecurity emergencies on their livelihoods. Aligning Government stakeholders as diverse as frontline emergency responders, biosecurity hazard experts, digital teams and policy makers, we successfully piloted the product with primary producers in 2023 and will be launching in early 2024.



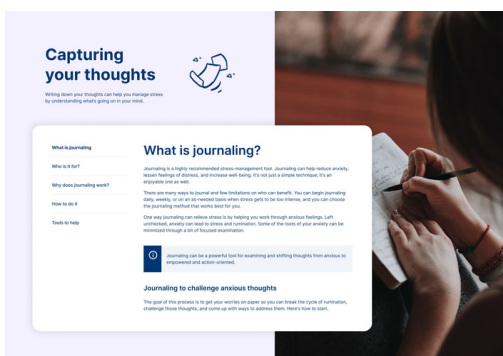
A customer-focused IVR experience for Commbank

Throughout a 10-week process of opportunity analysis, rapid prototyping & roadmapping, I led the redesign initiative of the Interactive Voice Response (IVR) experience for Australia's largest bank and its 15 million customers. This award-winning redesign led to 35% of callers being redirected to more efficient digital service channels, resulting in average wait time being reduced from 15 to 5 minutes.



Introducing self-service digital tools in branch for Westpac

On behalf of Westpac, one of Australia's Big Four Banks, I led a cross-functional team to design and validate a digital product & service model that supports customers to adopt digital behaviours whilst self-serving their simple banking needs in a branch environment. With a focus on engaging compliance & legal, frontline branch staff and executive leaders throughout the co-design & research process, we introduced a new approach to agile service design that has continued to be adopted by Westpac's digital teams.



Reshaping mental health self-management for Lifeline

With over 40 hours of 1:1 user research with people with lived experience of mental health challenges, I led discovery & value definition for a new digital product that empowers Australians to proactively manage their mental health. Lifeline's award-winning Digital Support Toolkits helped Australia's most recognised mental health provider to expand their value proposition beyond crisis support and since launching in 2022 has exceeded its engagement targets by 195%.