


# Katrice Mountford

## Product Manager

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I'm a Product Manager with a strong technical background across software engineering, AI and product design. I specialise in shaping strategy, defining clear requirements and driving execution with engineering to deliver user-centred, intuitive solutions.

Across 8+ years in B2B SaaS, I've owned retention-focused roadmaps, launched products into new markets, co-founded an AI app, and improved adoption through discovery, analytics and cross-functional collaboration.

I care about building products that deliver real value - making complex workflows simpler, clearer, and easier for the people who rely on them.

## EDUCATION

### Full Stack Engineering Course

\_nology | Jun - Sep 2024

### Diploma of IT

AIT | Sep 2023 - Mar 2024

### UX UI Design Bootcamp

Academy Xi | Mar - Sep 2021

### Certified Scrum Master

The Scrum Alliance | 2019

## EXPERIENCE

### Product Engineer

Aurecon | Oct 2024 - Present

Generative AI Team (AI-powered internal tools)

- Defined, delivered and launched Cue, an AI-powered knowledge tool using OpenAI APIs, improving prompt accuracy ~40% and driving internal adoption through demos and communication.
- Owned product direction and cross-functional delivery for ClaRFI, refining UX flows with design, guiding stakeholders through roadmap updates and release decisions, and aligning teams through go/no-go meetings.
- Partnered with engineering and design to deliver ClaRFI, embedding Aurecon's design system, shaping multi-step user journeys, and improving usability through technically feasible design recommendations.
- Co-hosted Humans in the Loop monthly webinar series, drawing hundreds of attendees and spotlighting how teams apply AI to boost internal knowledge and collaboration.

### Co-Founder / CPO

Talk to Maple | Jan - Sep 2023

AI-powered self-care journalling app (Antler Australia VC Accelerator)

- Co-founded and launched Talk to Maple, a gamified AI-powered self-care app accepted into Antler Australia's pre-seed accelerator.
- Led product, UX/UI and front-end development in Flutterflow, integrating OpenAI GPT-3.5 and Firebase Auth to enable conversational journaling for Gen Z users.
- Built and shipped the MVP in 8 weeks, achieving 200+ downloads, 95% positive sentiment, and measurable Day 1 & 2 retention uplift after UX redesign.
- Designed and implemented a "red-flag" safety system combining OpenAI moderation + custom keyword logic to ethically support at-risk users.
- Drove onboarding, analytics, and community engagement, using retention and sentiment data to guide product iterations.

### Product Manager

Culture Amp | Jul 2022 - Jan 2023

Enterprise HR SaaS, Series E

- Owned the retention-focused roadmap for the Perform product, addressing key churn drivers across enterprise customers.
- Conducted continuous discovery interviews to uncover customer pain points and validate uplift feature concepts.
- Synthesised product data, revenue risk, and qualitative insights to prioritise initiatives, presenting a clear business case that secured senior leadership approval.
- Delivered roadmap initiatives projected to reduce churn by ~5%, strengthening overall customer satisfaction and platform engagement.

## SKILLS

### Product Management:

Product Strategy, Roadmapping, Prioritisation, Discovery, User Research, User Testing, Requirements, User Stories, Stakeholder Management, Cross-Functional Collaboration

### Delivery & Execution:

UAT, Release Planning, Documentation, Knowledge Management

### Technical Fluency:

Next.js, React, TypeScript, Python, APIs, SQL, OpenAI, Prompt Engineering

### Customer Enablement:

Training, Help Centre, Support Workflows, CSAT/NPS, Onboarding

## Product Manager

Surreal | Jul 2021 - Jul 2022

Enterprise Event Management SaaS, Series A

- First Product Manager at an early-stage startup, owning the 0 → 1 product build and UK market launch from strategy through to onboarding and growth.
- Secured \$750 K in VC funding by developing and pitching an international product strategy that demonstrated scalable market potential.
- Travelled to the UK to onboard early customers, gather market insights, and craft an expansion roadmap that underpinned the company's shift to profitability.
- Built the self-serve onboarding ecosystem, including help centre, documentation and automated support flows to serve UK clients across time zones.
- Implemented analytics and tooling (UserStory, Metabase, Google Analytics) to capture user behaviour and feedback, translating data into roadmap decisions that reduced churn and drove adoption.

## Product Manager

Henry Schein One | Jun 2019 - Jul 2021

Global dental software provider, SaaS PMS

- Promoted from Support to Product Manager after demonstrating deep product expertise and customer insight.
- Lifted NPS by +26 points and doubled user growth in 12 months by delivering a retention-focused roadmap shaped by continuous customer interviews and data analysis.
- Launched Dentally (UK acquisition) in the Australian market, defining localisation roadmap priorities and training + onboarding initial customers.
- Reduced support calls by 40% and improved customer support channels through creating a comprehensive help centre and introducing Zendesk chat support.
- Hosted "Tuesday Tips" monthly webinars, turning common support themes into training sessions that improved user confidence.

## Senior Technical Support Specialist

Henry Schein One | Jan 2017 - Jun 2019

- Handled 2nd / 3rd-level technical escalations including database migrations, imaging-system (X-Ray) troubleshooting and outage management.
- Maintained a 99.8% CSAT score by resolving support queries efficiently and empathetically. Provided remote technical support and ensured users received clear, actionable solutions.