KATRICE MOUNTFORD
PRODUCT MANAGER

A B O U T

I'm a passionate Product Manager with a flair for UX and Product Design. I'm skilled in crafting impactful, user-centered experiences that leave a lasting impression.

I've spent 6 years in the software industry, 4 of those as a product person working across startups and scale-ups, taking products from ideation right through to launch.

I'm a self-starter who loves to learn and grow constantly, recently teaching myself low-code tools in order to launch a B2C mobile app aimed at improving the mental health of Gen-Z's across the globe.

My perfect days are spent creating products that make a positive, impactful difference in the lives of others.

E D U C A T I O N

UX & UI DESIGN BOOTCAMP
Academy Xi 2021

CERTIFIED SCRUM MASTER
Scrum Alliance 2019

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W O R K   E X P E R I E N C E

CO-FOUNDER & CPO, TALK TO MAPLE
(Antler VC Pre-Launch program)

JAN - MAY 2023

- Launched a mobile Digital Companion with ChatGPT integration for smarter journalling to the iOS & Android stores with over 200 Users to help 2 billion Gen-Z build better self-care habits. Required teaching myself low-code front-end and back-end tools (Flutterflow & Xano)

PRODUCT MANAGER, CULTURE AMP

2022 - 2023

- Identified key opportunities and defined the roadmap for the core Performance product; utilising customer interviews, customer success & marketing teams, product usage and revenue churn risk as key inputs to guide the direction.
- Gained buy-in from multiple stakeholders through clear articulation of customer problems and the 'why' behind product decisions.

PRODUCT MANAGER, MUSO

2021 - 2022

- Secured an additional $750,000 in VC funding through the creation and presentation of the company's international product strategy and vision to investors.
- Took Muso's new product from inception to launch into their first international market (UK)
- Implemented an analytics stack of Amplitude, Fullstory, Google Analytics and Metabase to track and understand user behaviours and improve UX workflows.

PRODUCT MANAGER, HENRY SCHEIN ONE

2019 - 2021

- Uplifted NPS by 30 points and doubled user growth over a 12 month period through understanding qualitative and quantitative inputs alongside business needs to curate and execute on a high impact product roadmap.
- Spearheaded the launch of Dentally (an acquired UK product) into the Australian market through defining and scoping market entry requirements.