# Ashley Rolfmore

*Senior Product Manager, shortlisted for TechWomen100 Award*

ashley@rolfmore.com | +351 927 559 313 | +44 7877 685 781

I love working on customer problems where I can rapidly identify opportunities in complex business behaviour, regulatory constraints or unusual technology. I have 7 years' experience of finding product-market fit, launching new award winning products, leading improvement of product management processes, and building mutually beneficial customer communities.

# Work Experience

## CyberOwl

Senior Product Manager (fully remote)                                          Sep 2020 – Oct 2022

CyberOwl are a Series A start-up in the Techstars portfolio spun out from Coventry University creating a unique shipping focused early-warning cybersecurity monitoring solution. I managed the Product Management department, overseeing a small team which also handled product design.

- Pivoted product away from a reactive incident response product (SIEM) for security operations teams to a proactive compliance & security tool for IT managers, creating a product vision to gain consensus with CEO, CTO and CSO, which scaled roadmap processes for doubling company headcount (25 to 50) and introducing new departments

- Developed a product-led approach to create a sustainable agile roadmap process that allowed the company to respond to changing customer demand more rapidly and reduced tension between engineering, services and sales

- Helped obtain Series A and innovation funding from Singapore & UK governments by creating a research/innovation workstream that combines internal security expertise, usage analytics and qualitative customer, user research and market insights

- Increased customer numbers by 100% and vessels by 10x by targeting new markets with UX driven features, developing integrations with regulatory & oversight organisations, and streamlining vessel installation processes

- Rebuilt company's user insights & feedback capabilities by migrating analytics from Google Analytics to Amplitude, reducing technical debt in the front end code and creating a new user event taxonomy

## Quin Technology

Product Manager (London)                                                         June 2019 – Sep 2020

Seed stage startup, healthtech app with a new approach to helping people with diabetes decide how much insulin to take which won a place on the Apple Entrepreneur Camp in 2019. I was the sole Product Manager, working directly with the founders, head of user safety, marketing, 2 designers, a medical panel and an engineering team of 5.

- Led the collaboration with Uni of Bristol on user research and machine learning as part of UKRI government innovation funding which won a Collaborate to Innovate award

- Increased the initial Total Addressable Market from ~5k users to over 150k users for launch by simplifying the UX of the product and adding support for different medtech integrations, leading to #1 download ranking diabetes app for UK & Ireland in 2021

- Leveraged research to enable product-market fit with a group of ~100 beta testers, utilising user interviews, personas, customer journey maps, and collaborating with a machine learning engineer, resulting in successful product launch
- Nurtured a wider user community through social media comms, release videos and relationships with charities ("How might tomorrow's apps better reflect you?" at Diabetes UK)
- Redefined all user events to increase fidelity of user analytics and re-platformed to Mixpanel leading to a greater understanding of the test user base

## Oxford Computer Consultants

Product Manager (Oxford)                                          Jan 2016 - June 2019
Implementation Consultant                                        Sep 2012 - Jan 2016

Oxford Computer Consultants is a product and software consultancy with customers across local government, science, health, and academic research. I managed their ContrOCC product, which is used by social care finance teams to manage contracts, budgets, payments and debt management.

- Launched a mobile app (WaveGo, winner of a Red Dot Design Award)
- Built an analytics platform using performance data in SQL, leading to the team using user data to analyse which legacy features to continue support, reducing maintenance costs
- Built relationships between the newly formed UX team and the legacy product teams, and introduced user personas as part of the sales, marketing and development processes reducing onboarding effort for new staff, allowing a dedicated sales team to be hired to push growth
- Led customer and partner engagement for ContrOCC, organising the annual customer meetings and launching the regional user forums to build community and increase quality of feature requests, and warmed relationships with the main integration partner

## PSCo

IT Operations Analyst (Reading, UK)                              Jun 2010 - Sep 2012

PSCo supplies commercial LED display systems to trade.

- Implemented new ERP and Finance system for hire business & reduced IT support costs by over 60% by tendering existing support contracts

## Aldi UK

Buying Assistant (Warwickshire, UK)                              Jan 2008 – Jan 2009

Aldi is the UK's 4th largest supermarket chain.
- Built & maintained a comprehensive internal website covering Aldi UK product design, supplier management, promotions, and brand philosophy allowing the department to share knowledge after 4x headcount growth.

# Training, Education & Volunteering
- 2010 – DipHE Chemistry, University of Reading
- 2010 - 2016 – BCS/ISEB Business Analysis Diploma, PRINCE 2 Practitioner (2013-2018), MCITP Enterprise Administrator (Windows Server 2008)
- 2019 – Volunteer co-organiser for Codebar Oxford (organises free workshops to help people from underrepresented groups in technology to learn to code)
- 2022 – I help run an informal community of ex digital nomads who have relocated permanently to Madeira, organising events and moderating online comms