RYAN
FOX

London, UK 🏠
+447706794177 📞
ryanfox212@gmail.com ✉

A product analytics and experimentation professional with 10+ years' experience in uncovering customer problems and growth opportunities and creating better experiences through experimentation. A confident communicator and storyteller with a proven track record of delivering impactful improvements and growth.

After taking a year off work to travel in the Balkans, relocate to Lyon in France, attend a French language school and attain a certificate for C1-level French, I'm now looking for my next opportunity.

SKILLS

- Python
- SQL
- Product analytics
- AB testing
- Statistics

- Data storytelling and communication
- Data manipulation
- Product discovery
- Customer research

- Data visualisation
- Growth strategy
- Git and VCS
- HTML, CSS & JavaScript
- Command line

EXPERIENCE

Principal Experimentation Consultant | Foolproof
FULL-TIME · MAR 2021 – OCT 2024 (3 YEARS, 8 MONTHS)

- Lead the Experimentation Guild at Foolproof, responsible for its growth and ensuring development of the practice. The team grew to five consultants after being brought in as the first hire.
- Lead a 15-person full-stack product team that had just won a project to own all product development and growth for Sky Mobile. The express aim of the team was to improve performance and 'double the conversion rate'.
- Lead cross-functional project teams to run end-to-end experimentation programmes, deliver tactical short-term initiatives and coach and audit existing experimentation programmes of 40+ members.
- Introduced systematic, evidence-based, processes to ensure product roadmaps focus on initiatives that matter and work towards product and company goals.
- Partnered with the business development team to win new work and expand existing accounts.
- In 2023, took on the added responsibilities of leading the Growth & Continuous Improvement value stream, one of three value streams at the company, focused on expanding the practice and improving end-to-end ways of working.
- Clients include Sky, Adobe, Assurant, TUI, Suzuki, Lyca Mobile and Circle Health Group.

Achievements
- Forecasted £2m+ in profits for Sky Mobile due to incremental improvements driven by the programme.
- Growth of the Sky account to a further three products to cover Sky Glass, Sky Broadband and Sky Q, with total contract values accounting for almost 25% of the agency's revenue during that period.
- Led the agency to its first two awards in the analytics and experimentation area:
    - Best Experimentation Practice in EMEA in 2021 at the 2021 Optimizely Awards for the work completed with Sky.
    - Best CRO agency at the 2022 Digital Growth Awards.

Digital Optimisation Manager | Eurostar
CONTRACT · OCT 2015 – OCT 2020 (5 YEARS, 1 MONTH)

- Brought in as the sole Optimisation Manager to build an experimentation culture and demonstrate the value of the practice. Achieved this through demonstrating wins, frequent presentations to different areas of the business, partnering closely with technology, product and marketing teams. The Optimisation team grew from one to five.
- Increased the maturity of the experimentation programme by introducing new roles and involving wider areas of the business, eventually creating a decentralised team where specialists sat within product teams and ran server-side AB tests.
- Standardised experimentation reporting using Python workflows with BigQuery exports.
- Used a mixed-methods approach to create fuller and well-defined customer problems using BigQuery, Google Analytics, VoC surveys and frequent customer research to build a testing roadmap.
- Built a test calculator app using both Frequentist and Bayesian statistics, Python and Streamlit to enable product owners to be able to self-serve some parts of the AB testing process.
- Created audiences in Tealium AudienceStream to enable advanced personalisation, validating all new personalised experiences through Optimizely.
- Worked with the data engineering team on data quality issues and data audits.

Took career breaks in 2016 and 2019 to travel.

Senior Digital Optimisation Analyst | Oracle Maxymiser
FULL-TIME · OCT 2013 – JUL 2015 (1 YEAR, 10 MONTHS)

Promoted from Digital Optimisation Analyst in Dec 2014.

- Developed end-to-end optimisation strategies for clients in the media sector to drive growth and engagement through A/B and multivariate testing.
- Acted as the lead on all media clients, responsible for client satisfaction and contract renewal with the support of three analysts.
- Identified underperforming areas of client's sites by delving into their analytics and user feedback and helped them to build a data-driven optimisation roadmap.
- Built AB tests within the Maxymiser platform, using the client-side tool and coding light changes using HTML, JavaScript and CSS.
- Clients included The Economist, FT.com, Channel4, Time Out, Jobsite, IT Jobs, Interflora, E.ON and Which? Magazine.

PROJECTS

Bayesian AB testing calculator [source] [live demo]

- In 2020 at Eurostar, mid-pandemic with much of the workforce on furlough, I built an AB test calculator to enable the remaining skeleton team to self-serve certain elements of the experimentation process to still take advantage of the low traffic still visiting the site.
- By using both Frequentist and Bayesian approaches, product managers could see both the binary output of Frequentist statistics but also the risks exposed through Bayesian statistics.
- Built using the SciPy Stats module and deployed as a web app using Streamlit and hosted on Heroku.
- Plans to move the app to GCP Compute Engine were interrupted by the second wave of the pandemic.
- Presented at the Streamlit Showcase conference in April 2024 to 1000+ attendees (recording link).

EDUCATION

Français DALF C1 | Lyon Bleu International, France
DEC 2024 – AUG 2025
Progressing from A2 level French to eventually passing the DALF C1 exam at the Alliance Francaise in Lyon.

MMath Mathematics, First Class (honours) | University of Sheffield
2009 - 2013
Focus: pure mathematics and applied statistics (Bayesian, modelling, medical, etc.). During my final year, I acted as assistant demonstrator in tutorials for undergraduates teaching 'Mathematic Investigation Skills' using R.

The Campion School
2002 - 2009
A Levels: Mathematics (A), Geography (B), and Biology (C). English Literature A/S Level (B).
GCSEs: 12 (1A*, 5As, 6Bs) including English and Mathematics.

CERTIFICATIONS
- **DALF C1 Français** · FRANCE EDUCATION INTERNATIONAL · OCT 2025
- **Adobe Certified Professional - Adobe Analytics Business Practitioner** · SEP 2023
- **Google Analytics Certification** · GOOGLE · SEP 2023
- **Data Scientist Nanodegree** · UDACITY · MAR 2021
- **From Data to Insights with Google Cloud Platform** · GOOGLE, COURSERA · FEB 2021
- **Data Science Career Track** · DATACAMP · NOV 2020
- **Udemy: Automate the Boring Stuff with Python Programming** · UDEMY · JUN 2020

CHARITY WORK
I love to use my experience driving growth and improvement for working with charities on a voluntary basis. Since 2020, I have been doing this for Saint Francis Hospice, a hospice group in Essex, and was featured in the local paper. Other volunteering activities include:

- Digital Consultant for Mental Health UK (2020).
- A-level maths tutor as part of the Kings Cross Homework Group – BBC article (2017-2019).
- Tutoring Mathematics for GCSE students at local schools in Sheffield (2012-13).

ADDITIONAL
Outside of work, I'm always excited to discover new cultures and travel. I moved to Lyon in France at the beginning of 2025 and I've been lucky enough to have time off in 2016-2017 and 2019-2020 to travel in the Americas and Asia, spending 18 months in Latin America.

I'm a keen runner and triathlete, fully embracing this cliché which comes to many in their 30s. I'm excited to have be taking part in the Paris Marathon of 2025 and one day, I plan to run the famous Ultra Trail du Mont-Blanc trail event in France.

REFERENCES
Available on request.