

RORY BATE-WILLIAMS

SUMMARY

I am an entrepreneurial product manager and founder with a passion for building innovative products and inspiring cross-functional teams. I have hands-on experience in the product life cycle from research, design and development through to analytics, growth, and improvement. I am looking to apply my start-up skills and passion for bringing people together to a formal environment where I can learn from the smartest people in the industry, grow as a person, and develop the skills needed to become an exceptional Product Manager and leader.

EDUCATION

[2013-2015] **M.B.A. (Sir Tom Hunter Scholar)** *Cheung Kong Graduate School of Business, China*

- GPA 3.2; member of the tech society and organiser of the school's first business trip to the UK
- Digital Intern at Burberry China and MC at events with 5,000+ guests in English & Chinese
- Overseas modules at Princeton, Columbia Business School and Cambridge Judge Business School

[2014-2015] **M.B.A. Exchange (Sir Tom Hunter Scholar)** *Waseda Business School, Japan*

[2006-2009] **2:1 BA (Hons) in Politics** *Newcastle University, UK*

WORK EXPERIENCE

[February 2017 – Present] *Glow Save, Online Automatic Energy Switching*
Co-Founder

- Identified an opportunity in the energy market, conducted user research and wrote a product roadmap
- Led a team of 3 co-founders and built a web product that gained customers 3 weeks after conception
- Analysed user data and performed usability tests to better understand customer goals
- Changed copy, reduced sign up steps, and tested different growth strategies to achieve target metrics

[February 2016 – February 2017] *Boink, iOS Group Video Messenger*
Founder

- Identified a strategic opportunity in messaging, built a strong and diverse team, and raised capital
- Defined success metrics, A/B tested designs, and supported the team through rapid iterations
- Spoke to users, analysed data and researched behavioural science to improve user satisfaction
- Built respect with the team by encouraging creative discourse and video reporting bugs overnight
- Achieved 10,000 downloads and built a strong network in the UK's tech community

[October 2015 – February 2016] *Nap App, iOS & Android Ephemeral Messenger*
Founder

- Articulated a vision, defined hypotheses and designed an innovative and now widely used UX
- Teamed up with a technical partner and made wireframes, prototypes and the product specification
- Continuously iterated the product to test different hypotheses and identify user needs
- Spoke to users, analysed feedback, and connected to industry leaders with similar visions
- Achieved 2,500 downloads and validated all but one hypothesis

[March – October 2015] *2 Sisters Food Group, Food Production*
Strategy Consulting with Justin King CBE

- Led a customer, competitor and category review and provided strategic advice to the board
- Built an Excel VBA workbook to automate and simplify data collection and data visualisation

- Led workshops with divisional MDs to produce a new vision, goal and values for the company

[September 2011 – June 2013]

2 Sisters Food Group, Food Production

Apprentice to Ranjit Boparan

- Selected by the New Entrepreneurs Foundation as one of the UK's brightest, entrepreneurially minded young people and given the opportunity to work alongside the CEO of the 2 Sisters Food Group
- Responsible for managing the CEO's meetings, recording minutes, and following up on actions
- Supported investment processes and due diligence on a £30M business acquisition
- Conducted new business development at an international trade fair

[February 2010 - September 2011]

Brooks Macdonald, Asset Management

Trainee Investment Manager

- Analysed, evaluated and traded private client investment portfolios valued up to £10M
- Conducted new business development, maintained client relationships and built a client database
- Obtained CF1, CF2, and IMC professional qualifications

SKILLS & INTERESTS

- Volunteer and Committee Member at holiday camps for the mentally and physically disabled
- Make websites in my spare time and run a street food stall called Voodoo Chicken at weekends
- Enjoy playing guitar, learning code, reading philosophy and psychology, and playing tennis
- Speak English, French (A2), Mandarin (HSK 2) and elementary Japanese

REFERENCES

- Stella Wang, Graphic Designer at JKAAD (previously Designer at Boink)
- Alex Telek, Co-Founder at HackBudapest (previously Developer at Boink)
- Justin King, Vice Chairman at Terra Firma
- Ranjit Boparan, CEO at 2 Sisters Food Group

Contact details available upon request