

# 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 love tackling fundamental human problems and deeply understanding what users need. 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 ever 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 iteration
- 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, prototype and product specification
- Continuously iterated the product to test different hypotheses and identify user needs
- Spoke to users, analysed feedback, and connected to 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 CEO**

- 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 actions
- Liaised with the CEO's direct reports and was responsible for implementing a new expenses policy
- Supported investment processes and due diligence on a £30M business acquisition
- Conducted new business development at international industry trade fairs

[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 financial qualifications

**SKILLS & INTERESTS**

- Volunteer and Committee Member at holiday camps for the mentally and physically disabled
- Make static 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

Contact details available upon request