

# SAMANTHA GRANT

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## What I do

I define product vision and strategy and build the conditions for teams to deliver it. That means getting clear on outcomes, making trade-offs explicit and creating enough structure that people can move fast without constantly second-guessing the direction. I'm particularly good in environments where technical constraints, regulatory requirements or legacy complexity shape what's possible – because I understand those pressures well enough not to pretend they don't exist – and I'm commercially astute enough not to hide behind them.

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## Why I do it

I want to work on products that earn their place – that genuinely improve people's relationship with something difficult, whether that's money, health, insurance or something else they've been underserved by. I do my best work in organisations that take that seriously – that are curious, direct and willing to challenge how things have always been done.

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## Where I've worked

### **Product Director**

*The Workshop Technologies – 2024 - Present*

Leading product strategy across four domains. Defined the product vision, redefined the PM career pathway and built a self-assessment tool to support team development. Selected for the Leadership Spotlight programme. Currently developing a jobs-to-be-done PDLC framework to sharpen how the organisation thinks about delivery and outcomes.

### **Head of Product**

*DeadHappy Ltd – 2020 - 2024*

Built and scaled digital protection products that made life insurance accessible to people traditional providers ignored – Life, Cancer Cover, Near Death Cover and digital Wills. Key outcomes:

- Cancer Cover: 15% penetration; Near Death Cover: 30% penetration; digital Wills: 35% signup
- Upsell initiatives drove a 25% increase in income per sale
- Introduced Direct Debit, adopted by 75% of customers – 20% reduction in failed payments
- Led FCA Consumer Duty compliance, reporting directly to the Board
- Onboarded five affiliate partners within 12 months, expanding distribution reach

### **Head of Product**

*Profile Pensions – 2018 - 2020*

Partnered with the CEO and CTO to digitise complex pension journeys. Delivered Account Hub and a major overhaul of onboarding and UX, increasing acquisition and sustaining long-term customer engagement.

### **Senior Product & Portfolio Manager**

*comparthemarket.com – 2013 - 2017*

Owned vertical product strategy across Pet, Travel and SME. Led Labs innovation and delivered national campaigns including Meerkat Movies.

## **Technical Product Manager**

Shazam – 2012 - 2013

Delivered core mobile app experiences at scale.

## **Software Engineer / Technical Product Manager**

BBC – 2010 - 2012

Delivered large-scale consumer platforms including London 2012 Olympics streaming and iPlayer Live Restart.

## **Designer / Software Engineer**

DDB London – 2000 - 2009

Digital design and software development across VW, Philips, Sony, lastminute.com and others.

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## **What I know**

- Product and portfolio strategy across complex digital platforms
  - Operating model design, modularisation and organisational change
  - Customer-centred product development in regulated environments
  - Commercial growth, conversion and experimentation
  - Technical fluency across platforms and APIs
  - Senior stakeholder, executive and partner alignment
  - FCA regulatory delivery including Consumer Duty
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## **What I've learnt**

- CMI Level 7 Extended Diploma in Strategic Management & Leadership
  - CMI Level 7 Certificate in Strategic Management & Leadership
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## **What I've won**

- CMI Recognition Award
  - BBC Launch It Awards – London Olympics & iPlayer Live Restart
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## **What I like**

Family. Good friends, good books, good food, fine wine, country walks, gentle runs, inspiring views, interesting conversation. Just a few of my favourite things.