Stephen **Budd** — Entrepreneurial **Growth Product Manager**

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+ about

A serial entrepreneur who loves building data-driven startups and products from the ground-up and delivering revenue-generating and scalable solutions. Combines big-picture thinking with analytical marketing skills to achieve growth.

Developed category-creating products from product/market fit stage through to client delivery to commercially exploit a complex and unique $million+ opportunity. Managed the expansion of the technical and data functions from bootstrap through to sustainable growth.

A confident communicator at home among C-suite, investors, data scientists, developers and conference audiences and who believes in rolling up his sleeves. Thrives in unstructured, ambiguous environments and recognizes that ideas without execution are worthless.

Blog @: www.marketsensing.com

+ education

Babson College, Wellesley, MA. (Saltire Fellowship Exec MBA Style programme)
Queen Mary and Westfield College, London (MA in European Literature and Thought)
University College, London (BA 2.1 German and History of Art (Joint Hons)
Freie Universität, Berlin (Erasmus scheme placement)

+ voluntary

- ❖ Entrepreneurial Spark business mentor (present)
- ❖ DataLab Scotland Education Advisory Board (present)
- ❖ Higgs EDGE Finalist Judge (2016)
- ❖ Chair of Institute of Directors (Highlands and Islands, 2013)

+ Clear Returns

Co-founder & Head of Product Management (2012 - present)

+ overview

As the co-founder of this now 15 strong award-winning company specializing in predictive analytics around shopper behaviour, I co-created and executed the go-to-market strategy which led to the creation of the commercial infrastructure.

In four years, Clear Returns has gone from a spin-out idea from a former business to a company that has an order book of household-name retail customers, a significant sales pipeline of some of the largest UK high street brands and is now on the verge of significant Series A funding.

As the business developed in 2016, I successfully transitioned technical and product management of the company to new, non-founder CTO. My marketing, technical, analytical and strategic skills are currently used to help get the company investment ready ahead of the next round.

+ achievements

- ❖ Owned the product roadmap from pre-customer days through to expanding order book, understanding real business

needs through client dialogue and working closely with the client to express these in proposals, SRS documentation, wireframes,UX, use cases and user stories;

❖ Managed the gap between business users and key stakeholders to develop and onboard revenue-generating solutions among (often sceptical) customers in an early stage technology market resulting in approximately £0.5 million sales and positive user RoI;

❖ Worked intimately with technical development, data science and C-suite to steer product direction, culminating in the product delivery (dashboards and feeds);

❖ Delivered bespoke customer installations on time and on budget through effective management of the technical delivery team, suppliers, dependencies, risks and issues;

❖ Identified and combining data sources to create innovative new feature sets that added value to existing products;

❖ Data analyst using a variety of technologies to identify commercial opportunities as well as independent validation of the findings of the data science function and management reporting.

+ skills

❖ Experienced in delivery frameworks for new and existing products from documenting detailed functional Software Specification Requirements through to use cases.

❖ Experienced in Agile and Waterfall product management approaches;

❖ Technical skills include MySql, Tableau, Google Analytics, basic HTML/CSS, A/B and multivariate testing, wireframe creation (Balsamiq and Axure), Wordpress;

❖ Market analysis and segmentation using qualitative and quantitative approaches;

❖ Product management tools used include Confluence, Trello and a working knowledge of Github.

Highland Research Ltd

Co-founder (2003-2012)

+ overview

Established a data analytics consultancy that specialised in digital analytics. From no starting client base, we grew the business and attracted clients like Standard Life, the Scottish Government, the EU Chemicals Directive (ECHA) and universities in the UK and abroad. The company was the first in the UK to be awarded official Google accreditation for the delivery of Google Analytics training and was a Google Analytics Accredited Partner.

+ responsibilities

In my role I was responsible for responding to competitive tenders, designing and delivering the research framework using qualitative and quantitative methods, data analysis and presentation results to clients.

The business transitioned in part to Clear Returns in 2012 to enable a more product-focused approach.

London Stock Exchange

Product Manager (1998-2003)

Part of a team product managing the London Market Information Link, the real time price information for equity prices upon which equity trades depended. The role involved managing ongoing service delivery of this sensitive and complex operation, vendor and end-user contract drafting, managing upgrades, regular market communication and delivery of business continuity plans. As well as the real time feed, I also managed a number of clearing and settlement products as well as reference data products.