

# Stephen Budd

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## EXPERIENCE

### Head of Product

[ZoneFox](#)   03/2017 - Ongoing   Edinburgh

Innovative behavioural analytics cyber security solution

- Joined ZoneFox as part of post Series A expansion as the first Head of Product
- Created and owned the data-driven product roadmap
- Agilely product managed the creation and shipping of milestone market-ready releases including a complete UX/UI overhaul in response to customer feedback resulting in 0% churn
- Led from inception to delivery new features resulting in new customer acquisition
- Led product communications with Customers, C-suite, Board, Investors, Industry Analysts, Sales, Marketing, Engineering and webinar audiences

### Co-Founder and Head of Product

[Clear Returns](#)   09/2012 - 03/2017   Glasgow

Ecommerce data tech start-up focusing on retail returns

- Founder member of 15-strong award-winning provider of predictive B2B SaaS analytics solution
- Co-developed product/market fit through identification customer pain points
- Owned subsequent product roadmap from concept to delivery, resulting in the acquisition of 5 paying early stage accounts
- Led founding engineering and data science teams
- Created a sustainable commercial infrastructure
- Pitched globally for sales, investment and awards

### Co-Founder

[Highland Research Ltd](#)   2003 - 2012   Inverness

Innovative digital analytics agency with global client base.

- Became the first company in the UK to be Google-approved to deliver Google Analytics training and among first official GA partners resulting in average £50,000 annual revenue
- Undertook user testing for guide digital content strategies
- Employed mixed methodologies of quantitative and qualitative approaches to enable clients to better understand customer needs
- Clients included Scottish Government, EU body ECHA, Standard Life, ABTA and Syngenta

### Product Manager

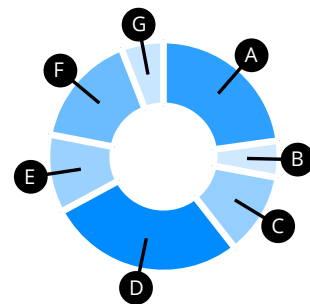
[London Stock Exchange](#)   1998 - 2003   City of London

- Product managed the real-time price service for all London equities
- Delivered business continuity plans (used on 9/11/01)

## PROFILE

Entrepreneurial Product Owner looking for my next challenge using the power of data in a mid-sized company. I bring a creative mindset making connections to unlock value.

## HOW I SPEND MY DAYS



- A** Product roadmap management
- B** Customer analytics
- C** Customer engagement
- D** Engineering interaction
- E** UX/UI interaction
- F** Sales and marketing
- G** Data science

## TECHNOLOGIES

### Skills

Agile delivery

User Stories

Functional requirements authoring

Business requirements authoring

Account management

Data analytics

Qualitative and quantitative research

Cross-function management

### Tools

Google Analytics

Google Data Studio

Jira/Confluence

Trello

Github

MySQL

SPSS

Balsamiq/Axure

## STRENGTHS

### Creative Connector

Experience has shown that understanding how not only data fits together but how market trends deliver new opportunities and threats increases the value of the insight 100%

### Comfortable with uncomfortable

Can thrive in unstructured, ambiguous environments

### Confident communicator

A confident communicator at home among C-suite, investors, data scientists, developers and conference audiences

## LEADERSHIP SKILLS

### Building teams that deliver



### Understanding market needs



### Long-term strategic understanding



### Cross-functional delivery



## AWARDS

### IBM Smartcamp winner

Clear Returns UK and Ireland winner 2014

### Scotland IS Ecommerce Innovation of the Year

Clear Returns winner in 2014

## EDUCATION

### CS50 Introduction to Computer Science

Harvard/Edx

12/2017 - Ongoing

### Exec-Style MBA (Saltire Fellowship)

Babson College, Wellesley MA

09/2015 - 12/2015 Wellesley, MA

### MA: European History Literature and Thought

Queen Mary College, University of London

### BA (2.1) German and History of Art

University College London, University of London

## VOLUNTEERING

### Advisor, Mentor, and Adjunct Faculty

Datalab Scotland, Entrepreneurial Spark, UHI, IoD

- Private sector representative on DataLab Education Advisory Board since 2016
- Former business mentor at Espark business accelerator helping start-up get product market fit
- Delivered specialist distributed e-commerce marketing MSC component for UHI for 2 years
- Chair of the Institute of Directors in the Highlands and Islands (2013)

## MOST PROUD OF

### Using data to find meaningful business insights

I'm proud of being able to influence corporate direction and make a meaningful impact

### Comfortable with smart people

I love learning from domain experts and being able to help them make their full contribution

### Getting stuff done

Inspiration without execution is pointless.

### Commercial awareness

Understanding business motivations is a powerful tool in delivering successful products

## LANGUAGES

German Proficient ●●●●●●●●

French Intermediate ●●●●●●●●

## MOTIVATION

### Always be learning

Experience product management in a variety of settings - from start-up to established company - so I can absorb best practices