

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
- Managed local and remote engineering, data science and partner 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

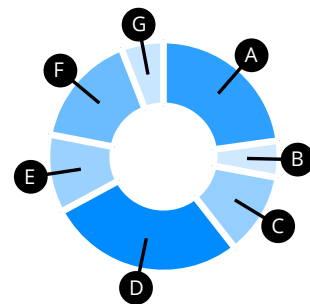
[London Stock Exchange](#) 1998 - 2003 City of London

- Product managed the real-time price service for all London equities
- Delivered business continuity plans (used on 9/11/01)
- Owned the updating and interpretation of complex customer contracts and data usage policies.

PROFILE

Entrepreneurial Product Owner looking for my next challenge using the power of data to develop products. 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

Contract writing

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

TECHNOLOGIES

Tools

Google Analytics

Google Data Studio

Jira/Confluence

Trello

Github

MySql

SPSS

Balsamiq/Axure

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