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 approoaches to enable clients to better understand customer needs
- Clients included Scottish Government, EU body ECHA, Standard Life, ABTA and Syngenta
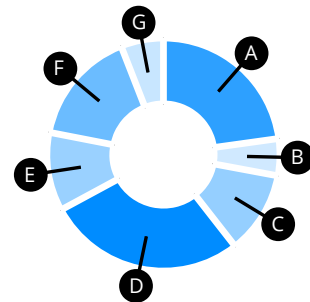
Product Manager

London Stock Echange   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

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

Building teams that deliver

Understanding market needs

Long-term strategic understanding

Cross-functional delivery

IBM Smartcamp winner

Clear Returns UK and Ireland winner 2014

Scotland IS Ecommerce Innovation of the Year

Clear Returns winner in 2014

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

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 Intitute of Directors in the Highlands and Islands (2013)

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

German   Proficient   ●●●●○

French   Intermediate   ●●○○○

Always be learning

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