**David Green**

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**Personal Statement**

David Green is a proficient Product Manager with three decades of extensive experience in the banking sector. With a solid foundation in mathematics from a prestigious Russell Group university, David has a proven track record of leading product development and managing successful launches for some of the UK's most recognized banks. His expertise lies in strategic planning, market analysis, and fostering customer relationships, driving substantial business growth and innovation.

**Education History**

**University of Warwick (Russell Group)**

* **BSc Mathematics**
* Graduated: 1994

**Work History**

**Product Manager | Lloyds Bank**  
*Manchester, UK | 2015 - Present*  
At Lloyds Bank, David spearheaded the development and launch of innovative financial products, resulting in a significant increase in customer acquisition and retention. He collaborated closely with cross-functional teams to ensure the seamless integration of new products into the existing portfolio, leading to a 20% growth in revenue. His ability to analyze market trends and customer needs was instrumental in refining product features and driving continuous improvement.

**Product Manager | Barclays Bank**  
*Manchester, UK | 2009 - 2015*  
During his tenure at Barclays Bank, David managed a diverse range of financial products, focusing on enhancing customer experience and satisfaction. He led strategic planning initiatives that aligned product offerings with market demands, resulting in a 15% increase in market share. His role involved extensive market research and competitive analysis, which informed product development and marketing strategies, ensuring sustained business growth.

**Product Manager | HSBC**  
*Manchester, UK | 2003 - 2009*  
At HSBC, David played a pivotal role in the end-to-end management of financial products, from concept to market launch. He established and maintained strong relationships with key stakeholders, facilitating successful product rollouts. His focus on customer feedback and market analysis enabled the development of products that met evolving customer needs, contributing to a 10% increase in customer loyalty and satisfaction.

**Product Manager | Royal Bank of Scotland**  
*Manchester, UK | 1998 - 2003*  
David’s role at the Royal Bank of Scotland involved leading product lifecycle management, ensuring that new products were effectively integrated into the market. His strategic vision and leadership skills were crucial in driving product innovation and achieving business objectives. He collaborated with various departments to streamline processes and improve product efficiency, which resulted in notable business growth.

**Various Roles in Product Management | Various UK Banks**  
*Manchester, UK | 1994 - 1998*  
David gained comprehensive experience in product management through various roles across notable UK banks. This period laid the foundation for his expertise in banking operations and product development, providing him with a deep understanding of the industry and its challenges.

**Skills**

* **Product Lifecycle Management**
* **Market Trend Analysis**
* **Cross-functional Team Leadership**
* **Customer-Centric Product Design**
* **Strategic Planning and Execution**

**Qualifications**

* Certified Product Manager (CPM)
* PRINCE2 Practitioner
* Agile Certified Practitioner (PMI-ACP)
* Six Sigma Green Belt
* Certified ScrumMaster (CSM)

**Personal Hobbies**

* **Cycling:** Enthusiastic cyclist participating in local and regional events.
* **Reading:** Avid reader with a keen interest in financial literature and market trends.
* **Traveling:** Enjoy exploring new cultures and learning from diverse experiences.
* **Cooking:** Passionate about experimenting with new recipes and culinary techniques.
* **Volunteering:** Active volunteer in community financial literacy programs.