Will Palmer

Product Manager · AI Systems · Data Engineering

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PROFILE

Product manager working across data engineering, AI systems, and enterprise delivery. I have taken a B2B product from initial concept to live enterprise deployment, built a dimensional data warehouse with ETL pipelines and self-service analytics that drive real operational decisions, and defined the engagement metrics used to target customer interventions. Agentic AI workflows are central to how I work and build. Outside of work, I run multi-agent systems and write about capability layers, governance, and what changes when AI agents access systems directly.

EXPERIENCE

Innovation and Data Product Manager

Alertacall Ltd · Jan 2025 – Present

- Took Beyond Warden Call from working demo to live enterprise deployment. Owned coordination across engineering, two hardware suppliers, a cloud platform provider, and the client. Product launched and in production.
- Led discovery and prioritisation for data products. Defined engagement metrics for Alertacall's touchscreen product: take-up rates, message volumes, interaction frequency. These metrics drive targeted human visits to under-engaged schemes, connecting product usage data to customer success interventions.
- Built a Kimball dimensional data warehouse (DuckDB) with ETL pipelines from MS SQL and PostgreSQL sources. Designed a self-service analytics frontend enabling Customer Success to monitor and act on engagement data independently.
- Agentic AI workflows embedded in daily work: device log analysis, vendor reporting, account provisioning, building data products end-to-end.
- On site with enterprise clients regularly, translating technically complex systems into language that builds confidence and drives adoption.

Operational Analyst and Audit Manager

Alertacall Ltd · Jan 2021 – Jan 2025

- Led ISO 27001 and ISO 9001 audit strategy. Used the audit process to drive real security and quality improvements, not just compliance.
- Built out data analysis capability. Structured methodology for operational MI and data products used by client-facing teams to manage accounts and support contract wins.
- Identified the opportunity for Beyond Warden Call at Alertacall's longest-standing enterprise client. Wrote the project brief, evaluated and selected hardware suppliers, coordinated across client, manufacturers, and cloud platform.
- Managed end-to-end from requirements to live demonstration. Significant time on site building client confidence.

Strategic Project Manager

Alertacall Ltd · Feb 2017 – Dec 2020 · Windermere

- Led ISO 27001 and ISO 9001 audit strategy and delivery.
- Developed data analysis capability, building the foundation for a full data products function.

Graduate Teaching Assistant

University of Manchester · Sep 2012 – Jan 2016

- Designed and delivered seminars on International Politics. Rated among the best teachers in the School of Social Sciences. Directly relevant to product evangelism and customer communication.

EARLIER ROLES

Customer Services Officer, Alertacall (2006–11) · Diplomacy Intern, FCO (2009, 2010) · Digital Marketing, PEEL

Entertainment (2011–12)

Project Support, EMIS Health (2005–06) · Technical & Sales Manager, Tspeak (2002–03) · Mail Server Admin, Totalise plc (1999–2002)

EDUCATION

PhD, Politics – University of Manchester, 2012–2017
Thesis: Twenty-First Century Celebrations of the British Armed Forces

MA International Politics (Distinction) – University of Manchester, 2010–2011

BA (Hons) International Studies – University of Leeds

TECHNICAL SKILLS

Data Integration & Analytics: Kimball dimensional modelling, ETL pipeline design, DuckDB, PostgreSQL, MS SQL, self-service BI, Python

AI & Agents: Agentic AI workflows, multi-agent orchestration, capability layer architecture, prompt engineering, Claude

Product: Discovery, prioritisation, roadmapping, requirements definition, cross-functional coordination, product demos, enterprise client engagement

Governance & Security: ISO 27001, ISO 9001, internal audit, security and quality management systems

AI-First Development: I bring a rich technical vocabulary to AI-first engineering. I build production systems, data products, and multi-agent infrastructure using AI coding tools (Claude Code). Architect, direct, and iterate.

WRITING & THOUGHT LEADERSHIP

Unlocking Capability
unlocking-capability-site.vercel.app
On capability layers, governance, and what happens when AI agents access the system directly. Why governance, not technology, becomes the unlock when capability is democratised.