

# Will Palmer

Product Manager · AI Systems · Data Engineering

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## PROFILE

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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

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### 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 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. 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 Beyond Warden Call opportunity at longest-standing enterprise client. Wrote project brief, evaluated hardware suppliers, coordinated across client, two manufacturers, and cloud platform.
- 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 27001/9001 audit strategy. 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

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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

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**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

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Unlocking Capability

[unlocking-capability-site.vercel.app](https://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.