

Paul Mitchell

Senior Product Manager | Product Strategist | Mentor
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Profile

Strategic and customer-focused Senior Product Manager with extensive expertise in fintech, SaaS, and digital solutions. Proven success in leading cross-functional teams, driving innovation, and scaling products in B2B and B2B2C environments. Skilled in aligning technical capabilities with business objectives to deliver impactful, market-driven products. Passionate mentor dedicated to building agile, high-performing teams.

Professional Experience

Product Manager

Atto (Fintech/SaaS, B2B & B2B2C) | February 2022 – Present

- Defined and executed product strategy for Atto's core banking and analytics platform, significantly enhancing adoption across B2B and B2B2C markets.
- Led a comprehensive rebrand and product redesign initiative, improving user engagement and product positioning.
- Established and directed an agile, cross-functional squad, accelerating feature delivery and enhancing engineering productivity.
- Implemented critical UX enhancements including unified financial dashboards, open banking integration, and real-time credit scoring.
- Conducted detailed competitive analysis, informing strategic decisions and influencing executive-level stakeholders.

Product Management Coach & Mentor

Freelance | January 2022 – Present

- Designed bespoke training programmes on strategic product management, agile methodologies, and UX design.
- Mentored professionals into successful product roles, enhancing their strategic thinking and career progression.
- Conducted interactive workshops on Jira, Confluence, and Trello to streamline team workflows.

Product Manager

Bad Dinosaur (Digital Agency) | June 2021 – January 2022

- Managed rapid product development for B2B and B2C clients across healthcare, legal-tech, and fitness sectors, consistently delivering ahead of schedule.

- Facilitated strategic design sprints and workshops, guiding clients in MVP definition and market entry strategies.
- Improved development and QA processes, significantly reducing project timelines and enhancing product quality.

Founder

The Plant Bear Ltd. (AgriTech Startup) | August 2019 – March 2021

- Established Edinburgh's pioneering indoor vertical farming venture, supplying sustainable produce to premium clients.
- Managed comprehensive operations including product development, sales, marketing, and supply chain.
- Secured major contracts, serving 80% of Edinburgh's Michelin-starred restaurants, gaining significant industry recognition.

Product Consultant

Freelance | April 2019 – March 2020

- Provided strategic product management consultancy for diverse startups and SMEs, enhancing product scalability and market positioning.
- Delivered detailed analysis of legacy systems, offering actionable insights to realign and refine product visions.

Product Manager

QikServe Ltd. (F&B SaaS, B2B2C) | April 2015 – April 2019

- Instrumental in scaling the startup from 5 to over 40 employees, becoming a market leader in hospitality technology.
- Managed the launch of comprehensive digital solutions including web platforms, mobile apps, and integrated hardware kiosks.
- Managed the project to become PCI DSS Level 1 compliant, securing enterprise-grade security.
- Developed and championed a user-centric product roadmap, aligning development closely with customer and market needs.

Education

BSc (Hons) Mathematics & Physics - *In Progress*

Additional Skills & Interests

- Active indoor/outdoor rock climber
- Committed outdoor enthusiast and parent to twin girls

References

Available upon request.