**NEIL AITKEN**

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| njaau@yahoo.co.uk | 0481 672901 | [linkedin.com/in/neiljaitken/](https://www.linkedin.com/in/neiljaitken/) |

**SENIOR STRATEGY, PRODUCT & OPERATIONS PROFESSIONAL**

• 20 years delivering technology product management, strategy & innovation roles for enterprise companies.   
• 20 years managing software delivery of IT roadmaps from BlackBerry to eCommerce builds.   
• Led 25+ end to end software technology projects leading cross functional teams as Product Owner.   
• Resourceful : 9 years' experience as Founder & CEO of StartUp - consumer product website.   
• Flexible senior strategy professional - presented at board level in 3 enterprise companies.

**WORK EXPERIENCE   
  
WHATPHONE** *July 2014 - March 2023*   
StartUp Founder& CEO   
• **Product Strategy definition:** Initiated software product business based on a Business Strategy designed using user feedback (multi-year Google Surveys.) Generated $ millions in revenue with 30% GM from inception to sale.  
  
• **Business management:** Ongoing data based performance management of revenue and profit mix, market positioning & innovation. Conducted over 200 Split Testing based on analytics inputs, sold the affiliate service to 20+ telcos in life of site. Vendor relationship management.  
• **Digital technology development pipeline management:** Led Cross-Functional StartUp team (Developers, data analysts, designers, testers, web managers) – delivery of hundreds of agile software enhancements to the product in rolling roadmap over 9 years, 3 new site designs, MVP development, roadmap definition.   
  
• **Team leadership:** Team management and coaching of 12 - 20 diverse Cross Functional IT staff.

**WESTPAC BANKING GROUP**  *April 2016 - October 2016*    
Digital Futures Manager   
  
**• Innovation** **Business Strategy Definition:** Designed and obtained stakeholder signoff (desirability, commercial viability, technical feasibility), on overarching strategy approach for product innovation in the team.   
  
• **Development roadmap delivery & compliance:** Developed and delivered Artificial Intelligence Banking Chatbot technology Product for demonstration to CEO.

**VIRGIN MOBILE**E-Commerce Website Manager *April 2013 - July 2014*

**•** **Product Strategy Definition :** Cross Functional Product Roadmap Planning, Responsive Design Strategy. Delivered AOP (company strategy) contribution to the board for Digital Sales. Impacted sales +40% in first year.

**• Development Roadmap Delivery & Compliance :** Serviced millions of consumers monthly. Passed innovation & strategic objectives to technical roadmap for prioritized delivery. Developed Business Cases. Oversaw Agile cross functional rebranding of entire Virgin Mobile Australia site (more than 200 pages in 4 months.)

**OPTUS**  *September 2011 - April 2013*Site Strategy Manager

**• Consumer strategy definition:** End to end responsibility for Optus Digital Team’s consumer technology strategy across Optus web properties with millions of visitors monthly. Business Casing. Defined innovative digital strategy and presented to board for implementation through Optus Annual Operating Plan.

**• Data & Analytics :** Coordinating internal and external teams to deliver end to end reporting capabilities facilitating optimization across channels and brands.

**Vodafone Australia** *April 2008 – Sept 2010*

Strategy, Operations and Analytics Manager

**• Project lead for new Online Store :** Acted as Business Owner for delivery of phases 1 & 2 of new Vodafone ATG ecommerce site servicing millions of users each month. Defined requirements, built roadmap. Raised sales 30%   
  
**• KPI focused leadership role:** Worked as part of leadership team driving delivery of strategy components across multiple channels and brands' teams to achieve 20% growth of Online and Direct 2010.   
  
**• Analytics :** Coordinating internal and external teams to deliver end to end reporting capabilities facilitating optimization across channels and brands.

**Vodafone Business Australia** *April 2005 - March 2008*BlackBerry & Windows Mobile Email Product Manager

**• Sales & revenue ownership :** Held targets across BlackBerry product and Windows Mobile Email product suites.

**• Mobile Email strategy :** SMB roadmap, GTM execution, product commercialization across technical and non technical teams, national training program for sales. Launched Windows Mobile Email in Australia

**Vodafone UK** May 2003 - March 2005BlackBerry Product Manager

**• Roadmap Delivery :** Owned delivery of the product roadmap across Consumer, SMB & Enterprise Spaces. Delivered approximately 10 end to end software projects (e.g. BES 4.0.)

• **Sales OKR Ownership**: Grew sales from 1000 per month to 15,000 per month in a year and a half.

**EDUCATION**

The University Of Hull, UK *October 1991 - June 1995*

Economics B.Sc.

**INTERESTS**Bought and sailed a yacht up and down the East Coast of Australia \* Private Pilot’s License & Aerobatics Pilot between 2005 and 2009 \* Career break 2010 / 2011 – Yacht Master on the Great Barrier Reef \* Ran Sydney Half Marathon 2009 \* Solo 5 day Cradle Mountain walk in Tasmania 2011 \* Horse riding 2008 – 2009 \* Climbed Kilimanjaro 2003 \* Regular competitive sailor Sydney Harbour 2005 – 2023 ( ongoing. )