

Zach Crellin

Product Manager | Digital Products & Platforms | B2B & Consumer Products

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Professional Summary

Senior Product Manager with 9 years combined product and technical experience delivering platforms in regulated industries. Led multi-product portfolios from strategy through execution, including B2B platforms serving 1,200 schools and eCommerce systems processing 350,000+ annual transactions. Proven capability translating executive strategy and complex regulatory, technical, and customer requirements into high-impact product roadmaps while managing cross-functional teams and navigating stakeholder governance across C-level, Sales, and customer priorities.

Professional Experience

Senior Product Manager, Digital Products & Platforms

AdvancedLife | May 2019 – July 2024 | Australia | Full-time

Owned multi-product portfolio spanning customer onboarding, operational workflows, eCommerce platforms, and technical integrations within a national regulated industry serving schools, parents, and education technology partners.

- Translated executive annual strategy into product roadmaps, delivery sequencing, and specific product initiatives, autonomously defining solution approaches while balancing competing demands from CEO, COO/Sales, and 1,200+ enterprise school customers using value-versus-effort prioritization
- Presented product plans and progress to CEO and COO in fortnightly leadership meetings, securing approvals and navigating governance while handling major customer escalations both in-person and digitally
- Owned product strategy and delivery for eCommerce platform processing 350,000+ annual transactions, introducing pay-in-4 payment capabilities and optimizing checkout flows while ensuring payment industry compliance and quality assurance standards
- Managed full product lifecycle from discovery through release and iteration, translating customer and operational needs into clear functional requirements and delivery priorities
- Led technical side of strategic B2B partnership with market-leading education platform, managing API-based integration, data synchronization, validation logic, and failure handling for 400+ shared enterprise customers
- Led discovery activities including customer interviews and beta programs with 10–20 enterprise customers to validate solutions, improve adoption rates, and reduce post-release issues
- Implemented quality assurance processes across payment flows to ensure functional, technical, and compliance standards were met, including transaction validation, failure handling, and reconciliation workflows
- Reduced manual operational processing by estimated 25–35% by building internal admin/operations tools and streamlining reconciliation and workflow processes, freeing operational capacity during peak seasonal periods
- Led Agile delivery with cross-functional squad including Business Analysts and developers, driving sprint planning and backlog refinement while mentoring BAs on requirements gathering and product thinking

Senior System Administrator & Delivery Lead

AdvancedLife | March 2015 – May 2019 | Australia | Full-time

- Supported business-critical platforms and data center environments, developing strong judgment around reliability, performance, operational risk, and quality assurance
- Contributed to platform upgrades and system changes, coordinating across teams to minimize disruption, manage risks, and improve service outcomes

- Identified failure points and improved system reliability through proactive troubleshooting, monitoring implementation, and root cause analysis

IT Support Analyst

BG Unified Solutions | May 2014 – March 2015 | Australia | Full-time

- Provided customer and internal IT support, developing strong communication and stakeholder engagement skills
- Identified recurring issues and improvement opportunities, feeding insights into platform improvement and delivery work

Key Achievements

- Built and scaled multi-tenant B2B platform from inception to 10,000+ active users across 1,200 enterprise customers, establishing architecture and operational processes supporting 99%+ platform uptime
- Reduced annual licensing costs by \$40,000 by shipping 0-1 internal workflow product that replaced third-party tooling
- Improved operational workflow speeds by 20% by delivering 0-1 school-facing data validation product with backend integration to internal workflow systems
- Delivered eCommerce platform enhancements supporting 350,000+ annual transactions with payment gateway and pay-in-4 integrations
- Led API-based integration with enterprise partner platform, managing data synchronization for 400+ shared customers

Core Competencies

End-to-end product lifecycle management • Discovery, solution design & validation • Roadmap ownership & prioritization • Payment systems & eCommerce platforms • API-based integrations & partner platforms • Onboarding & user journey optimization • Admin/operations portals & workflow automation • Quality assurance & regulatory compliance • Risk identification & management • Agile delivery & cross-functional leadership • Stakeholder engagement & governance navigation • KPI/OKR definition & data-informed decisions • Sprint planning & backlog refinement • Platform reliability & trust

Education

Bachelor of Information Technology (Business Information Systems)

Macquarie University | 2013

References available on request