

James Murray

Experienced senior product manager who has specialized in digital optimisation and software development, for the over sixteen years. I have worked across many diverse domains including Ecommerce , IOT, Cloud services and Insurance.

LATEST PRODUCT ACHIEVEMENTS

AI Platform (Verv)

Building a state-of-the-art predictive maintenance technology for the next generation of smart, sustainable appliances.

Platform Migration (Direct line)

Re-platforming Ecommerce journeys to AWS Platform with an outcome of over one million pounds of extra revenue through digital sales.

Ecommerce API's Platform (RDT)

Launched a new set of APIs, which auto scaled to million's requests a day.

PRODUCT CAREER EXPERIENCE

Rs Components , London Ecommerce Owner

Sector - Ecommerce

Nov 2020 – Current

Rs Components is a leading distributor of Electronic equipment

- Rebuilding a responsive checkout for 31 markets
- Conversion rate optimisation

Verv , London and Remote – Head of Product

Sector - IOT

May 2019 – Oct 2020

Verv is a fast-paced start-up providing data insights

- Built a POC blockchain trading platform (VLUX)
- Built a Smart plug and PAAS for predictive maintenance

Direct Line, London - Senior Product Manager

Sector - Insurance B2C

December 2017 – April 2019

Direct Line is of the Top 5 leading insures in the UK market,

- Lead all digital product management aspects of the home product, setting the digital vision and defining the roadmap
- Data led approach to website optimization efforts, the last A/B for the payment journey resulted in a 3% conversion lift which equates to over half a million.

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CORE COMPETENCIES

Business case and value

proposition creation

Agile product

development

Market analysis of

competitors and trends

Sales & support

enablement and Training

Data-driven Decisions

Customer Interviews

AREAS OF EXPERTIZE

Go-to-market strategies

Product Marketing

Product Strategy

Data modelling /

forecasting

Road mapping

QUALIFICATIONS / COURSES

Certified Product Owner

Pragmatic Marketing

Google Squared Online

Public Speaking

PERSONALITY

Myers Briggs - ENTJ

Energetic

Futuristic

Conceptual

Logical and dynamic

Strengths finder

Achiever

Strategic

Communication

Competition

RDT, Kent - Technical Product Owner
Sector - Insurance B2B
September 2016 – November 2017

RDT has been developing systems for Global insurers.

- Owning and creating the business/product requirement and the developer API documentation
- Managing API versioning and understand the product lifecycle of each API

Appnovation, London - Product Manager
Sector - IT services B2B
July 2015 - September 2016

Appnovation Technologies is a global IT services firm

- Start and led the product arm of Appnovation, transition the product from alpha, beta and onto go to market.
- Identified market needs and opportunity sizes.
- Developed business plans and recommendations to VP of sales and CEO.

Cogeco peer 1, London - Product Manager
Sector - Cloud Hosting B2B
July 2013 - June 2015

PEER 1, is one of the world's leading Web hosting providers.

- Double digit growth, on my product portfolio which generated over \$30M+ per year
- Managed multiple product lines, many from inception through delivery including pricing, specifications, analysis and sales support in three markets (EMEA, APAC, NA).
- Transition of product development from waterfall to agile

TECHNICAL ENGINEERING CAREER EXPERIENCE

Cogco peer 1, Southampton- Senior Systems Engineer Jan 2011 Jun 2013

TRHITC, Portsmouth— Senior Systems Engineer Sept 2008 - Jan 2011

Wavex, London ,System Engineer - Apr 2007 - Sep2008

Liquid Knowledge, Ashford ,System -Engineer Apr 2005 - Apr 2007

VOLUNTEER - CHARITY FUND RAISING

Charity fundraising - Demelza Hospice Care for Children Cycled a route of 103 miles, completed in a time of 7 hours 5 mins.

Charity fundraising - The Lullaby Trust

Complete three peaks, this challenge consists of a 26-mile marathon of climbing, Ben Nevis in Scotland, Scafell Pike in England and Snowdon in Wales.

TECHNICAL KNOWLEDGE

Public Cloud (AWS, Azure Google Cloud)
Open Source
Authorization,
Authentication
Databases - MSSQL,
Various MySQL, Oracle,
REST API's
SOAP API's
Security testing

HOBBIES

Smart Home
Football
Chef at home
Snowboarding
Mountain biking
Golf

SOCIAL

LINKEDIN PROFILE

<https://uk.linkedin.com/in/jamesjrmurray>

TWITTER

[@jamesjrmurray](https://twitter.com/jamesjrmurray)

PERSONAL WEBSITE

www.jamesjrmurray.com

FACT'S ABOUT ME

Skydived from 16,500ft
Rafted largest
commercial waterfall
Travelled to over 40
countries
Amateur Photographer