

Samantha Grant

07951 572187 sam@samgrant.co.uk LinkedIn

Profile

Throughout my career, I have gained extensive experience in product, project, and programme management, collaborating with agile teams in dynamic and fast-paced environments.

My professional journey has cultivated a natural gravitas and resilience, allowing me to confidently navigate ambiguity while exhibiting strong leadership and people management skills. I possess exceptional relationship-building abilities, and my trustworthy and adaptable nature enables me to excel in any situation. Additionally, my strong attention to detail and outstanding communication and influencing skills make me a valuable asset to any team.

I am now seeking a challenging and rewarding opportunity that will allow me to leverage my experience and skillset to help drive the strategic direction and growth of a dynamic organisation.

Experience

HEAD OF PRODUCT, DEADHAPPY LTD, 2020 - PRESENT

DeadHappy is on a mission to change attitudes to death, and I am proud to be a part of a small yet exceptional team challenging the traditional life insurance industry and developing products that are affordable, easier and faster.

Key responsibilities:

- Collaborating with insurance partners, underwriters and technology teams to drive product innovation that makes traditional protection products more accessible, affordable, and flexible for our customers.
- Aligning product strategy with our commercial objectives and goals.
- Introducing best practices and streamlining communication and delivery by leveraging new tools and processes.
- Reporting directly to the CEO.

Key deliverables:

- Developing and launching several new products including a digital direct-to-consumer (D2C) life protection product that enhances customer experience and generates higher commercial returns; an extended life product for distribution through price comparison websites; near-death insurance (Critical Illness Cover), and an online wills service to complement our existing product suite.
- Delivering new features that drive better customer outcomes and increase lifetime value (LTV), such as upselling, yearly refreshes, flexible cover, and a referrals platform.

- Improving payment services to reduce cancellations and improve retention rates.
 - Onboarding five new affiliate partners within a 12-month timeframe.
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HEAD OF PRODUCT, PROFILE PENSIONS, 2018-2020

Profile Pensions driving force is a vision to enhance people's financial well-being during retirement. As a member of the senior management team, I collaborated with stakeholders from various departments to identify and define the optimal customer experience.

Key responsibilities:

- Collaborating with the CEO & CTO to develop a strategic product roadmap that aligned with our business objectives.
- Identifying and developing new initiatives and features to simplify a complex and heavily regulated product into a user-friendly service that customers could easily access.
- Defining and developing digital capabilities and experiences to increase conversion and engagement, while prioritising customer needs.
- Introducing best practices and tools to streamline communication and delivery.
- Reporting directly to the CMO.

Key deliverables:

- Spearheaded the development and successful launch of an innovative "Account Hub" for ongoing customers, delivering a seamless digital experience and enhancing customer satisfaction.
 - Designed and implemented a secure and user-friendly sign-up and onboarding process for new customers, resulting in a significant increase in conversions.
 - Led the transformation of our pension management experience, creating a fully digital process for capturing personal and pension data, including delivering and obtaining transfer advice, resulting in improved efficiency and compliance.
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SENIOR PRODUCT OWNER, COMPARETHEMARKET.COM, 2016 - 2017

In my role as Senior Product Owner at CTM, I played a pivotal role in shaping the product vision and roadmaps for the Pet, Travel, and SME verticals. Additionally, I led the LABS research and development team, spearheading a lean, build-measure-learn approach to test unproven solutions and deliver the next generation of price comparison experiences.

Key responsibilities:

- Worked with cross-functional teams to prioritise sprint backlogs and drive delivery, while owning product decisions to ensure great user experiences.
- Translated business requirements into user stories and acceptance criteria. Reviewed and signed off completed stories.
- Identified and defined success measures and KPIs to enable tracking and reporting of new features; used those outputs to identify opportunities for optimisation.

- Used customer research and market insights to guide decision making.
- Led the LABS research and development team, looking at the next generation of price comparison experiences using a lean, build-measure-learn approach to test unproven solutions.

Key deliverables:

- Developed a labs project called 'Simples' aimed at creating a next-generation price comparison service to translate and analyse existing policies and remind customers when their policies were due for renewal. This evolved into the 'Auto-sergei' service.

SENIOR MANAGER, PORTFOLIO DELIVERY, COMPARETHEMARKET.COM, 2015 - 2016

As a direct report to the Managing Director and a key member of the executive team, my role involved defining and implementing the company's strategy. One of my major responsibilities was establishing and leading a PMO function, which was focused on delivering value at a fast pace through the use of a simple and effective delivery and governance framework.

Key responsibilities:

- Organising off-sites and strategy sessions for the execution team.
- Identifying and overseeing key strategic initiatives to improve CTM's operational performance and competitive position over medium and long-term.
- Developing strategies to counter competitive threats and assessing new market opportunities, while defining go-to-market strategies and tactics.
- Communicating clear and visible progress against strategic objectives as well as future strategic plans to all areas of the organisation.
- Streamlining the organisational model to reduce meetings and improve decision-making processes.

Key deliverables:

- Established a PMO function following agile delivery principles

SENIOR PROJECT MANAGER, COMPARETHEMARKET.COM, 2013 - 2015

Tasked with overseeing engineering teams and driving the delivery of high-quality customer experiences in an Agile environment, whilst ensuring that solutions met the needs of customers and the wider business.

Key responsibilities:

- Managed and delivered projects for various teams and initiatives, including the development of "Your Account" and "Snapt", a mobile app that utilised image recognition to help users identify opportunities to save money on their energy bills.
- Oversaw the performance and professional growth of team members across various departments.

- Spearheaded the development and advancement of the change management community.

Key deliverables:

- Programme lead for Meerkat Movies, rewarding customers with 2-for-1 cinema tickets.
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TECHNICAL PROJECT MANAGER, SHAZAM, 2012 - 2013

As the Technical Project Manager for the Shazam Android team, I oversaw a cross-discipline team of testers, developers, and designers, providing them with the necessary resources to develop and enhance the initial version of the Android app. The app utilizes short audio samples to identify music, movies, advertising, and television shows.

TECHNICAL PRODUCT MANAGER, BBC, 2011 - 2012

As a Product Owner at BBC Media Playout, my responsibility was to define the product vision and roadmap for various media players that enable the delivery of BBC content across iPlayer, News, Sport, Radio & Music. This involved collaborating with cross-functional teams and stakeholders to ensure that the product aligned with the organisation's objectives and enabled colleagues to deliver content seamlessly across different channels and devices.

Key deliverables:

- Managed a successful programme of work for the London 2012 Olympics, enabling the BBC's online audience to watch every sport from every venue on any device.
- Collaborated with stakeholders across the BBC to introduce and deliver new features, such as Torch Relay coverage, the iPlayer launch on YouView platform, and Live Restart on iPlayer.

SOFTWARE DEVELOPER / TECHNICAL PROJECT MANAGER, BBC, 2010 - 2011

In this role, I developed and built streaming media players used across the BBC for delivering audio and video content on TV, mobile, and web using Flash and HTML5, while also providing project management support to the media playout team for prioritising sprint backlogs, resolving dependencies and blockers, and translating business requirements into user stories and acceptance criteria.

Awards

- CMI Recognition Award in July 2015
- CMI Level 7 Extended Diploma in Strategic Management & Leadership in July 2015
- CMI Level 7 Certificate in Strategic Management & Leadership in December 2014
- Launch It Awards - Olympics London 2012

- Launch It Awards - iPlayer Live Restart 2012

Skills

- Strategic Management & Leadership
- Product Management
- Portfolio/Project Management
- Software Development

References

Available on request.