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Profile

Nothing satisfies me more than creating something beautiful to solve a complex problem. Throughout my working life, I have found ways to use data to understand issues & find opportunities, design creative solutions and gain satisfaction from measuring their impact. I love the challenge of a collaborative project and have excelled at gaining buy in from stakeholders on my plans. I want to move to software product management because that is where I believe I can use all these skills to the best of my ability.

Key Skills

- User research & focus groups
- Product strategy, vision & road mapping
- Process design & optimisation
- Stakeholder management (EMEA president; sales & NHS clinical directors)
- Data analysis (excel & SQL) & PowerBI
- Project management
- Coaching & mentoring

Professional Experience

Johnson & Johnson
Education Product Manager, UK Spine
April 2022 – Present

- Responsible for design & implementation of training programs for UK customer base and team of 40 salespeople; reporting to UK Education Director. In Orthopaedics, education is the primary tool used to drive engagement & sales.

- Developed roadmap for completely new educational offering, securing support from the business unit director & sales leads from initial concept through post-launch: resulted in **10% national sales growth (£2M)** compared to 2023

- Created an onboarding tool that **reduced average onboarding time by 33%** (6 months to 4 months) by tracking progress and streamlining processes.

- Analysed data from multiple sources to create successful business case for **over $180k in additional budget** in 2025

- Conducted user research via focus groups to identify inefficiencies in the course application process, creating a new system that **increased applications by 50%.**

- Designed trackers for post-course product adoption, improving accountability and driving an £80k sales increase in 2024 by **raising uptake rates from 20% to 30%.**

- Managed a £700k annual budget, **saving over £30k per event** by sharing resources across courses through team collaboration.

- Led, supervised and mentored a team of four education ambassadors.

Johnson & Johnson
Spine Sales Clinical Specialist, London
June 2019 – April 2022

- Developed **new virtual training resources for nurses**, enhancing their engagement and skillsets.

- Achieved **£50k in new sales** in a competitive £350k annual account by identifying client needs and delivering targeted solutions.

- Managed £1.5M of stock across London, ensuring operational efficiency and reliability.

SI-BONE
Associate Territory Sales Manager, South East
February 2018 – June 2019

- Fast paced start-up: Successfully grew a new sales territory (South East England), by **creating & executing strategy of developing new referral networks** for existing customers

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Education

MSc by Research in Neural Engineering
University of Leeds | 2016 – 2017

- **Conceptualised and evaluated a novel implant** design to address challenges found in the literature

- Developed analytical & communication skills through process of research in complex electrical / neural systems and providing concise summaries to diverse audiences

BSc in Neuroscience
University of Leeds | 2012 – 2015

- Built a solid foundation in controlled experiment data interpretation, applicable to A/B testing, product strategy and decision-making.

Additional Information

Interests: Understanding how things work, experiencing new cultures, skiing off-piste, and finding my next favourite band.

Courses taken (on either LinkedIn Learning, Code Academy or at JnJ)**:**

- Product Road mapping
- Techniques in agile product management
- A/B testing
- SQL
- Python basics
- Sprint Planning in Scrum
- GROW Coaching for new managers