

# Ian Warn - Senior Product Manager

*cv@ianwarn.net | <https://linkedin.com/in/ianwarn> | <https://ianwarn.net> | 07510 092 107 | London, England, UK*

Crafting B2B and B2C customer-centric SaaS products for over ten years, improving time to value by 4x on £10M ARR. Addicted to automation, with a strong technical background and seeking a permanent role in an established product culture.

## Work Experience

### Senior Product Manager (June 2025 - December 2025)

*Xantura | London, UK*

Public Sector (B2B SaaS): improving outcomes for vulnerable people through data sharing and advanced analytics.

- Pioneered Azure DevOps and Airfocus integration to provide increased visibility on a constantly changing product roadmap to improve delivery confidence and eliminate delivery delays
- Initiated product governance, prioritisation framework, and aligned product strategy to business objectives

### Product Manager (July 2020 - February 2025)

*The Access Group | London, UK*

B2B SaaS enterprise/SMB EdTech career readiness LMS/LXP ecosystem for over 500K end-users with £10M ARR.

- Agile/scrum product management strategy for the flagship AI CV parsing and AI video interviewing products, focused on web performance, latency, and reliability of online assessments and multi-mode custom programmes
- End-to-end integration of multiple AI customer-facing chatbots, and managing content LLM inputs
- Managed product roadmap, lead and mentored junior product owners, working cross-functionally and across other divisions to spearhead customer discovery to define user segmentation
- Product development, marketing and training documentation for SSO authentication and API integrations, onboarding and scoping self-service internal tools - leading to a decrease of 85% in adoption time-to-value
- Spearheaded multiple customer discovery initiatives including surveys, ideation portal, product clinics, and customer interviews to stabilise end-user engagement and customer retention
- Lead product discovery, reviewing and prioritising ideation portal and uncovering valuable usage metric insights
- Distilled data-driven market insights, user needs, and competitor analysis to define adoption and retention product strategy for improving scalability and driving business growth to a 10% YoY increase
- Collaborated with customer success to migrate 34 clients away from a competitor, protecting £800k of ARR
- Lead on delivery and maintenance for over 40 customer mobile apps, devising a GTM enablement strategy based on a new distribution model - creating a new £100k ARR revenue re-commercialisation opportunity

### Product Manager (November 2019 - July 2020)

*YourWelcome | London, UK*

Travel Industry: Vacation property rental management B2B SaaS product.

- Managed user research UX supplier to create a UI design system with a component library, which improved engineering effectiveness workflows by 20%
- Re-engineered the CX user journey to a StoryBook component library, speeding up development by 50%
- Created product framework including product vision and value proposition, mentored founders on product ownership, defined North Star Metric, prioritised roadmap and future direction based on customer needs and JTBD

### Product Manager (November 2018 - July 2019)

*Ingeus | London, UK*

Employability/Public Sector/GovTech: B2B enterprise applications for public sector DWP employability and NHS healthcare.

- Led cross-functional team (DevOps, QA, and external supplier), translated operational requirements into user stories to meet custom needs, managed multiple production releases with no rollbacks
- Launched a challenging and complex two-year back-end technical SSO and API identity management delivery
- Implemented unified analytics tools for comprehensive promotional website user attribution metrics

**Product Manager** (October 2016 - November 2018)

*Horse & Country TV | London, UK*

Media: B2C SaaS subscription omnichannel (web, iOS/Android mobile and smart TV) online video SVOD app.

- Owned product roadmap, created product vision, backlog prioritisation, language localisation, pricing, business metrics, product design, heatmaps, supply chain and line management, and improved performance metrics by 9x
- Certified Scrum Product Owner (CPSO)
- Optimised payment dunning techniques to reduce involuntary churn by over 50%
- Collaborated with payment supplier to support multiple currencies, payment methods and languages
- Collaborated with sales and marketing function, launching an attribution strategy based on discount codes as well as payment strategy landing page A/B testing

**Product Manager** (May 2014 - May 2016)

*AML Group | London, UK*

FinTech: Web-based B2B marketing microsites to support advertising campaigns for the UK FinTech market.

Curate and update site unique personalised CMS

- Product requirements, created specifications, managed budgets, created user experience (UX) wireframes for prototyping, optimised for organic SEO using cross-functional product leadership - delivering every project on time
- Streamlined DevOps into a continuous improvement tooling model, reducing costs and delivery time
- Managed and shaped the development team of seven - providing leadership/coaching and strategy
- Led the transition from Flash ActionScript display advertising to prepare for the new HTML5 standard and provide long-term strategic direction and stability

**Web Producer** (May 2004 - May 2014)

*Freelance | London, UK and Auckland, NZ*

Online front-end ad tech engineer (ActionScript, JavaScript HTML and CSS), digital video and animated content creation.

**University Degree Lecturer** (February 2003 - June 2003)

*Natcoll (YooBee) | Auckland, New Zealand*

Lecturer in Graphic Design Theory and Web Design Theory, teaching higher education syllabus to lower decile students.

**Certificates & Achievements**

**Generative AI Fundamentals** - Google

**Product-led Growth** - Pendo.io

**Certified Scrum Product Owner** - Scrum Alliance

**2011 UK Freelancer of the Year (Digital Excellence)**

**Education**

**Wellington Polytechnic** - February 1991 - November 1994

**Diploma** Visual Communications Design (equivalent to HNC)

**Core Skills**

Product Strategy, Backlog Prioritisation, Attention to Detail, Agile Mindset, Scrum, Stakeholder Management, Problem Solving, Communication, Leadership, Collaboration, Empathy, Emotional Intelligence, Resilience, Flexible, Mentoring, Independent, Intuitive, Expert Written and Verbal Communication Skills, Strategic Thinking, Detail-oriented.