ED MACLEAN

ed.maclean@duke.edu | (919) 201-6515 | Durham, NC

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business
Master of Business Administration
Merit Scholarship, Tech Club, Energy Case Competition winner (2nd of 71 global teams), Entrepreneurship & Venture Capital Club, Wine Club Marketing & Events

Durham, NC
May 2026

UNIVERSITY OF OXFORD, St. Hilda's College
Bachelor of Arts, Music, 1st Class,
Founder of Tremor Events, independent nightlife business with over 5,000 tickets sold. Music lead for college evening festival, booking international artists across 5 stages for 600 guests. Trained Peer Counsellor with 30 hours of training

Oxford, UK
July 2018

EXPERIENCE

PICLO; *B2B energy & grid services marketplace. Series B funded at £8.3m.*
Product Manager

London, UK
2022 – 2024

- Ownership for supply side of Piclo's marketplace, leading 2 teams of 7 engineers and designers
- Lead PM of 30+ cross functional team launching a new platform, Piclo Max, supporting 230% YoY growth in marketplace transaction volume to £75m
- Led redesign of marketplace's main dashboard, with a 12x performance (load time) improvement
- Enabled 30% ARR increase of £1.2m through leadership of ISO27001 platform security overhaul
- Started and managed continuous user research processes with cross-functional team of 9 people, generating customer insights used by 6 agile product teams in prioritisation
- Negotiated agreement with UK's 7 electricity grids to use Piclo's contract framework, over competitors
- Designed MVP revenue forecasting model for all users, from 7+ years of market data

ECONSCIA; *Carbon footprinting AI/ML startup, serving Fortune 1000 customers*
Co-founder, CEO

London, UK
2020 – 2022

- Designed custom ML models to estimate carbon footprints from large text data sets (2m+ rows), enabling a ~300% increase in accuracy
- Owned product vision and company strategy built on customer insights from 80+ customer interviews
- Prospected and closed 7 major clients including 2 Fortune 1000 clients worth £70k
- Hired and managed team of 7, including co-founders (CTO and Chief Data Officer) and board chairman
- Designed product dashboards, reports and metrics for users to set organisation-wide goals

REED.CO.UK; *UK's largest job marketplace*
Associate Product Manager

London, UK
2020 – 2020

- Worked on Reed's B2B products, furloughed in COVID-19
- Supported senior PM with delivery, data analysis and redesign of key product features

BLUEOPTIMA; *Software engineering metrics SaaS, used by 2 of 5 world's largest global banks*
Business Development EMEA/APAC

London, UK
2018 – 2020

- Prospected, negotiated and closed enterprise clients in new sectors, worth £800k total ACV
- Signed 2 new pilots with top 5 global banks as sole sales rep on new secondary product

HACK PARTNERS
Business Development Associate

London, UK
2015 – 2016

- Prospected and closed >£100k of new business with Accenture, trainline and others for world's first hackathon on rails

ADDITIONAL INFORMATION

Skills: Python, JavaScript, HTML, CSS3, SQL, Tableau, Jupyter, pandas, Bubble.io
Interests: Electronic music producer and songwriter (Jack Segal, Alice Boyd, Dogbit). Hiker in the UK, Europe and USA.