

MICHELLE ANDERSON

HEAD OF PRODUCT

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PROFILE

As a dynamic and results-driven Head of Product, I specialise in driving the success of award-winning SaaS solutions across global markets. With a proven track record of increasing team outputs by 50%, introducing cutting-edge technologies like AI and ML, I am passionate about delivering measurable outcomes through innovation and collaboration. Experienced in leading geographically distributed teams across Europe, Australia, and the US, I thrive in navigating complexity, fostering team growth, and aligning product strategies with business goals.

SKILLS

- Product Portfolio Strategy
- Global Team Leadership
- Roadmap Execution
- Regulatory Compliance
- Stakeholder Engagement
- Change Management
- SaaS Solutions
- Cross-functional Collaboration
- Customer Centric Innovation
- Vision Alignment
- Go-To-Market Strategy

KEY TAKEAWAYS

- Delivered award winning SaaS and PaaS products recognised for innovation in retail, automotive and identity sectors.
- Advocating for transparency across the organisation to foster improved collaboration resulting in measurable outcomes.
- Streamlining propositions and encouraging a fail-fast attitude that promotes accountability and allows teams to course-correct at pace.

PERSONAL INTERESTS

I am an avid DIYer, I write non-fiction and consume books almost as frequently as I breathe. I have a dog and two cats, I love to cook and I'm a mum to two teenage boys.



WORK EXPERIENCE

Cybertill Ltd 01/2022 - 12/2024
Head of Product

- Defined product strategy, onboarding largest UK retailer, a top 3 UK charity and the 2nd largest charity retailer in Australia.
- Managed £2.5m budget, delivering SaaS to 10,000+ global locations.
- Increased sales leads by 15% and >80% 5-star Trust Pilot reviews.

Distrelec 12/2020 - 12/2021
Senior Product Manager (IT)

- Ranked 3rd for Digitalisation at the Distributor of the Year Awards.
- Translated business strategy into a clear product vision, balancing stakeholder priorities with customer feedback.
- Led agile teams to deliver the roadmap using analytics and MVT tools to deliver MVP whilst working with marketing and UX to create personalised customer journeys.

Greenbank Holidays 11/2019 - 11/2020
Technology Product Manager

- Directed the strategic shift to product-led roadmaps across 20 websites, leveraging agile methodologies for improved delivery.
- Enhanced cross-functional collaboration in a geographically distributed matrix environment, delivering all commitments for the first time.
- Established triage processes and streamlined UAT, improving operational efficiency and delivery speed.

ADESA UK 06/2018 - 10/2019
Product Manager

- Launched a self-service auction platform, winning 2020 Innovation in Remarketing Award for Vauxhall/FCA.
- Introduced an AI mobile appraisal app, winning 2019 Digital Innovation award.
- Aligned global stakeholders on roadmap priorities, incorporating customer insights into award-winning product designs.

GBG Plc 10/2013 - 05/2018
Product Owner

- Redefined product strategy to achieve £100m revenue goal by 2021.
- Delivered full GDPR compliance early and launched 5 UK EPD releases including cloud-based hosting, overhauling the UI, data visualisation and tech debt.
- Achieved 50% delivery uplift through agile collaboration, UI overhaul, and continuous integration improvements.

QUALIFICATIONS

Certified Product Manager (AIPMM) 2019
SAFe 4 Practitioner 2019
LLB (Hons) Law & American Studies 2008

