

William Bays

LLB LLM, Prince2

Senior Product Manager and Team Leader

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SKILLS

Digital Product Ownership, Development and Growth

Product Discovery, User interview, User Stories and Affinity Mapping

Team Leadership, Management and Hiring

Prototyping, A/B Testing and Data Analysis

Digital Strategy, Planning & Analysis

Legal Ops, Contract Management & GDPR

Budget, Revenue & Cost Control and Analysis

Digital Agile Project Manager, Kanban & Scrum

Digital Strategy and Competitor Analysis

PROFILE

I am an experienced digital team leader, senior product manager, owner and lead. I have been a head of digital operations and have a diverse background in law and education before that. My most recent successes have been in end to end product development, growth and user centred product discovery. I often draw on my experience in project management, team leadership and people management. My greatest strength is translating business objectives/KPIs into actionable products and deliverables to successful completion and/or ongoing iterative development.

TOOLS PROFICIENT IN

Google Analytics

Jira, Confluence, Github

Figma, Figjam

HotJar, Google Optimize

Trello, Asana, Notion, Monday

MS Excel, Google Sheets

WORK HISTORY

The Financial Times
Nov 23 - Present

Commercial Product Manager
London

Responsibilities:

- Creating First Party Data Strategy for 2024 and identifying growth and revenue opportunities
- Creating data strategy incorporating third party tools and AI to grow the available data pool
- UX/UI review to increase data collection, user acquisition and revenue generation
- UX/UI design recommendations with mockups to create user data value exchange, ensure data accuracy and increase cookie consent rates
- Collaborating with multiple teams across the FT such including tech, design, acquisition and retention, editorial and all specialised commercial teams
- Procurement meetings with third party providers
- Collaboration with Data Analyst team, use of Looker and Big Query

Poppins Agency
Jun 21 – July 23

Senior Product Manager
London

Responsibilities:

- Both personal hands-on experience and directing others in digital product discovery processes; conducting user interviews, affinity mapping, writing user stories, wireframing and prototyping, using heatmaps and behaviour observation.
- Advising UX and UI best practice and refinement including using A/B testing and user interviews
- Management of a wide range of websites and apps including digital publishing, ecommerce, search aggregation tools and dashboards/portals
- Creating and developing project roadmaps and business objectives/KPIs/OKRs
- Assisting with client pitches, account management and collaboration, running workshops and discovery sessions, ongoing progress and reporting.
- Fast paced deadline driven project management and product delivery.
- User testing feedback and data analysis and insights.
- Project scoping, project management and project budget responsibility
- Interviewing, hiring and instructing third party development teams

DMG Media (Daily Mail Group)
May 21 – June 21

Technical Program Manager
London

Responsibilities:

- Road map management and feature prioritisation and for the development of the publishing app The Knowledge
- CMS product discovery, requirement gathering, stakeholder management and coordination of the choice of CMS for The New Scientist for digital and print content.

The Stylist Group/Shortlist Media
May 15 – Sept 20

Head of Digital Operations
London

Responsibilities:

- Leading the web development team of 9 people including individual line management, personal objectives and recruitment.
- Management of departmental costs, account reconciliation, ongoing cost review and forecasting and creating annual tech budget. – Reporting to the Managing Director
- Digital strategy for all web and email products, including sponsored content products, subscriber acquisition, digital programmatic advertising and data insight.
- Product manager and owner of all websites, features for commercial opportunities, mechanics and interfaces, new feature discovery, UX and UI design and implementation.
- Scoping and development, design and implementation of Content Management System (CMS)
- Project management and delivery of all digital projects, liaising with project stakeholders including editors, commercial departments using Agile, Scrum Project Management methodologies
- Advising company executives on new business objectives across all digital products.

- Management of all 3rd party tech contracts including requirement scoping and contract terms and costs negotiation.
- Responsibility for GDPR and legal compliance and point of contact for users, clients, and suppliers, including internal training, policy and documentation.
- QA testing and delivery.

*** For the continuation of this list of past projects and other experience, please see my website: Willbays.com**

EDUCATION

2011– 2012
Bournemouth University

LLM, Masters Degree in Legal Practice

2009–2010
Bournemouth University

LPC, Legal Practice Course

2005–2009
Bournemouth University

LLB, Law Hons Degree

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