

EXPERIENCE	London Panels (Contract) Digital Product Manager May 2026 - Present	Leading discovery and delivery of a 0-to-1 self-service ordering product and automated production workflow, from problem definition to launch.
	IHG Hotels & Resorts Product Manager Aug 2023 - Dec 2025	Led product delivery across IHG's global web estate, managing a team of 6. Launched 114 localised sites across 11 brands , driving ~26% uplift in engagement and preventing \$1M+ in revenue leakage through Auto-Tagging.
	IHG Hotels & Resorts Web Production Manager Jan 2017 - Aug 2023	Owned IHG's EMEA loyalty funnel and led the migration of 1.4M members to IHG One Rewards, using experimentation and personalisation to increase conversion by ~25% .
	Trustworth Group Web Application Developer Feb 2016 - Dec 2016	Built and optimised landing pages and funnels in Odoo CMS, increasing conversion by ~8% through clearer data-capture points and journey improvements within an Agile team.
	American Airlines Web Production Analyst Mar 2014 - Oct 2015	Owned localisation of 3,444 airport-hub pages across 25 sites and 12 languages , increasing traffic by ~15% , and partnered with Product and R&D Engineering to ship AA's "go dark" content-failover capability.
	The Garden Centre Group Web Content Editor Mar 2013 - Jan 2014	Managed website content and promotional journeys across the main site and 150 garden-centre microsites, using audience research to tailor content while maintaining brand consistency.
PROJECTS	JASLLM OpenAI-powered assistant Jun 2026	Built and deployed an OpenAI-powered assistant in Next.js, achieving 16/18 correct responses on its first evaluation pass and refining the prompt to resolve both failures.
	Juno AI PM copilot May 2026	Built an AI PM copilot that turns operational noise into evidence-backed PRDs, using hybrid RAG and a 6-step agentic workflow. Improved its core prompt from 2/7 to 7/7 .
EDUCATION	Brunel University of London Uxbridge	BSc (Hons) Multimedia Technology & Design Focus: user interaction, web development and digital imaging.
SKILLS	Product AI & Technical Design & UX	Discovery, Roadmaps, Prioritisation, User Stories, Testing LLM Integration, Prompt Design, RAG, AI Evaluation, Next.js, React Prototyping, Journey Mapping, Design Systems, User Research
DEVELOPMENT	Product Manager (PMC™) AI Product Management Scrum Product Owner (CSPO®) Google AI Essentials WIHTL Future Leaders	Product School 2026 Product School 2026 Scrum Alliance 2026 Google 2025 WIHTL 2022