

## DAN BODDINGTON

L: Reading, UK | T: +44 7788 101411 | e: [danielcgboddington@gmail.com](mailto:danielcgboddington@gmail.com) W: [danb13.github.io](http://danb13.github.io)

### SUMMARY

A product manager with a high agency personality, delivering measurable and impactful outcomes whilst maintaining high levels of customer satisfaction.

My robust set of personal values crafted from an elite sports background in the Great Britain rowing development team are easily transferred and applied to product management. It is no secret to me, sweat, tears and persistence pays off.

Discipline, an outcome-driven focus and an ability to confront the hard facts, means I can quickly identify a problem, and execute a successful plan. I own it. I want to see it finish and I want it to succeed.

Experience developing strategic relationships with third party vendors, serving customer needs, returning value to key stakeholders, and launching new products to market.

I thrive on building a winning team, based on trust, transparency and clear objectives using communication and leadership skills to empower everyone in the cross-functional team to consistently achieve the shared goal.

### SKILLS

- |   |   |
|---|---|
| • Agile/Scrum development                     | • Programming basic software using Python, C# and markup languages (HTML, CSS, JavaScript LaTeX). |
| • Strategic Planning                          | • Public speaking   |
| • Internal & external stakeholder management  | • Data analysis   |
| • Jira, Confluence, Elasticsearch, Salesforce | • Presenting complex ideas simply   |
| • New product launch & training               |   |

### EXPERIENCE

**STARLEAF**

NOVEMBER 2016 – PRESENT

#### PRODUCT MANAGER

JULY 2019 – PRESENT

- Identified an opportunity to upsell to an existing market segment. Developed a strategic relationship with a 3<sup>rd</sup> party software vendor in an adjacent market segment, agreed pricing strategy and took product to market. Net dollar retention increased from 127% to 136% in the first 6 months, by increasing the upsell/upgrade opportunities and decreasing churn of customers in this target market segment.
- Lead a cross functional team of 15, responsible for B-to-B SaaS desktop and mobile applications (Windows, Mac, Android, iOS). Improved the team velocity by 150% and decreased the time to market by on average 36% over 7 months. Achieved by implementing Scrum development methodology,

ensuring all items in the product and sprint backlog were clearly defined, actioning improvements in the retrospective and robustly prioritising the product backlog.

- Performed a gap analysis of first-time user activation. Reviewed UX, product performance and user journeys. Identified and prioritised key changes across all platforms, resulting in decreasing the time to productivity by 48% and increasing the number of paying users by 8% over 12 months.
- Spearheaded an initiative to collect direct and honest product feedback from end users as well as customer facing teams. Created a scalable solution gathering feedback from almost all customer facing areas, sales teams, customer success, websites, apps. This was paired with existing customer data (commercials and usage) and made accessible to the organisation via the internal data analytics tools. This enabled qualitative data driven decisions during the rapid and unprecedented uptake of video conferencing through the lockdown periods. We iterated this to incorporate a more robust user acceptance testing & early field trials processes.
- Part of the analyst relations team, giving regular briefings & roadmap sessions (Gartner, Wainhouse and Frost & Sullivan). Distil market insights from the analysts for the senior leadership team. We achieved recognition as a 'Visionary' in the Gartner Magic Quadrant 2019 & 2020 for meeting solutions.

## SALES ENGINEER

NOVEMBER 2016 – JULY 2019

- Pioneered the Healthcare market segment at StarLeaf. Using the products available, we built user stories and workflows that resonated well within the healthcare segment, particularly within the NHS. We exceeded the target of customer sign ups in the first 6 months, closing 145% of target in these 6 months. More recently, this is now a globally targeted segment, focused in Europe and US healthcare markets.
- Set up monthly commercial partner sales and technical sales training, improving the onboarding process of channel partners. This has now been used as the template for every region globally.
- Developed collateral and processes to streamline onsite product demonstration for salespeople to act independently of sales engineers and pre-sales support, therefore shortening the sales cycle. This enabled the UK team to exceed the sales target that year.
- Supported the sales team pipeline by delivering webinars, from technical implementation webinars through to sales presentations.

## OTHER EXPERIENCE

- Invited to the GB Development programme through Leander Club, 2014-2016. Consistently met the expectations of the coaching team.
- Durham University Boat club, Men's captain (elect) 2012-2013 season. Delivered the best ever performance by any club at the University Rowing Championships, securing top spot on the medal table. Athletes have gone on to compete at Olympic Games and World Rowing Championships.

## EDUCATION

- Durham University, 2014, Physics BSc 2.1 (Hons)
- A Levels: June 2010, Mathematics A\*, Chemistry A, Physics A, Further Mathematics B