

James Poyner

0 to 1 Product Manager

Passionate about creating innovative digital products that add value, meet stakeholder requirements and are backed by data and analytics. Proven track record of transforming ideas into successful products that drive business growth and owning the 0 to 1 initiative funnel.

WORK EXPERIENCE

Product Scoping Lead (0 to 1) Brambles Digital

12/2023 - Present

Chicago, United States

Digital Supply Chain

Achievements/Tasks

- Responsible for Product Discovery and 0 to 1 delivery across the entire Digital Function
- Managed an average of 7 global initiatives simultaneously through the innovation pipeline to delivery
- Led and mentored a team of Data Engineers, UX Designers, UX Researchers, Data Scientists and Data Analysts
- Created Business Cases to support each initiative that has been scoped, ensuring the portfolio team make the right product investment decisions
- Designed and maintained company Scoping and Prototyping blueprints that could be leveraged by a wide range of teams
- Worked within the scrum framework running Quarterly Planning Events, Sprint Reviews, Retros and Stand Ups
- Built and maintained strong relationships with stakeholders from around the world including US, Europe and Latin America
- Consistently utilized A/B testing and other experimentation methods for new products and features

Product Manager Brambles Digital

11/2021 - 12/2023

Chicago, United States

Digital Supply Chain

Achievements/Tasks

- Scaled Digital Data Product to 29 countries across Europe, US and LATAM markets
- Product delivered 53% increase in cash benefit, 28% increase in collections made and 43% increase in emissions savings
- Scoped and Scaled Digital product from L1 (Idea) to L4 (Scale)
- Full ownership and maintenance of the Product Backlog and Roadmap
- Developed end-to-end value stream map to ensure product value was defined and tracked
- Excellent written and verbal communication skills, consistently backed up with 360 feedback exercises
- First team to utilize A/B testing and other experimentation methods for new features
- Ensured roadmap and features were linked with overall Product and Digital strategy



hello@jamespoyner.com



(773) 431-4203



Chicago, United States



jamespoyner.com



SKILLS

0-1 Pipeline

Scrum

Jira Align

EpicFlow

Confluence

Lucid/Miro

Databricks

AWS

Power BI

Salesforce

Wave

Machine Learning

BitBucket

Data Science



CERTIFICATES

Certified Scrum Product Owner
(CSPO) (10/2022)

Scrum Alliance

Professional Scrum Product Owner
(PSPO) (10/2021)

Scrum.org



EDUCATION

MSc Business Management
Manchester Metropolitan
University

09/2009 - 09/2010

Manchester, United Kingdom

BA(Hons) Business
Management

Manchester Metropolitan
University

09/2006 - 09/2009

Manchester, United Kingdom

WORK EXPERIENCE

Product Owner

CHEP

09/2020 - 11/2021

Manchester, United Kingdom

Digital Supply Chain

Achievements/Tasks

- Delivered an intelligent contact tool that used business logic and data science to transform Teleservice operations to a more targeted, cost effective approach
- Reduced contact costs by 11% and increased contact success rate by 9%
- Managed a squad of Data Scientists and Data Analysts
- Full ownership of the Product Backlog and Roadmap
- Built and maintained strong relationships with stakeholders across European region
- Worked within Scrum framework of Stand-Ups, Sprint Planning, Retro's and Quarterly Planning Events
- Implemented continuous discovery framework

BI Developer

TMS / DS Smith

02/2020 - 09/2020

Packaging

Achievements/Tasks

- Built PowerBI dashboards from a variety of data sources including Salesforce, SAP and many internal systems
- Automated over 30 manual processes and reports into PowerBI dashboards
- Ran monthly steering committee meetings with Finance Business Partners to present progress of project