

Rebecca Hale

Senior Product Manager

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Professional Summary

Senior Product Manager with 9+ years spanning business analysis and product leadership. Owns B2B roadmaps end-to-end, runs continuous customer discovery, and turns data into measurable growth across retention, activation and revenue. Comfortable leading cross-functional squads and translating messy stakeholder needs into clear, prioritised outcomes.

Core Skills

Product roadmap & strategy • Stakeholder management • Customer discovery • Data analysis (SQL, funnels, A/B testing) • Requirements & user stories • Agile / Scrum • OKRs & metrics • Process improvement • Jira • Productboard • Figma

Education

- BSc (Hons) Business Management — University of Leeds, 2010–2013

Certifications

- Professional Scrum Product Owner (PSPO I), Scrum.org — 2021
- Certified Scrum Product Owner (CSPO), Scrum Alliance — 2019
- BCS International Diploma in Business Analysis — 2017

Relevant Experience

Fintrace, Senior Product Manager

Apr 2020 – Present

- Own the end-to-end **product roadmap** for a B2B payments platform serving 400+ business customers, aligning quarterly priorities to company **OKRs**.
- Grew net revenue retention from 98% to **117%** by leading **customer discovery** on the most-requested integrations and shipping them across three releases.
- Ran continuous **stakeholder interviews** and translated findings into a prioritised backlog, cutting time-to-decision on new features by **40%**.
- Introduced **A/B testing** and a north-star metric framework that lifted new-account activation **28%**.
- Led a **cross-functional** squad of 9 through **discovery to launch** on a fortnightly release cadence, partnering closely with engineering and design.

Loomis Retail Group, Product Manager

Jan 2017 – Mar 2020

- Managed the customer-facing mobile app (1.2M monthly active users), defining the roadmap and writing clear **requirements and user stories** for a team of 6 engineers.
- Led a checkout redesign that reduced basket abandonment **19%** and added **£2.3M** in annual revenue.
- Established a **data-driven** prioritisation process using funnel analysis and SQL dashboards, replacing ad-hoc feature requests.
- Coordinated 20+ **stakeholders** across marketing, operations and finance to launch a loyalty programme adopted by 300k members in six months.

Loomis Retail Group, Business Analyst

Feb 2014 – Dec 2016

- Gathered and documented **business requirements** for a warehouse management system rolled out across 40 stores.
- Mapped and re-engineered order-fulfilment **processes**, cutting average dispatch time from 48 to **26 hours**.
- Built the leadership reporting dashboards that gave real-time visibility of operational KPIs for the first time.
- Acted as the bridge between business teams and developers, turning needs into functional specifications.