

# Kat Matfield

katmatfield@gmail.com

0151 55256275

katmatfield.com

## Skills

Product strategy

Leading teams

Agile methodologies

Stakeholder collaboration

Lean UX research

Multivariate testing

Data analysis

SQL

Python

Workshop design &  
facilitation

## Education

UCL

MSc in Digital  
Anthropology (Honours)  
2017-2019 (part time)

Oxford University  
BA English (1st class)  
2005-2008

Product leader with 7+ years experience delivering successful products and building effective product teams.

I've managed B2C products with millions of MAU and early-stage B2B products with hundreds of customers. Whatever the scale or domain, I believe the best products are founded on a blend of qualitative and quantitative user insight, and forward-looking market analysis. I take a highly collaborative approach, uniting teams and stakeholders around a shared vision and then delivering rapidly, iteratively and sustainably.

I enable product teams to achieve their best possible results through high alignment, autonomy and accountability. I'm passionate about nurturing individual potential and seeing my reports, colleagues and mentees succeed.

## Senior Product Manager

### Small Improvements

2019-2020

Small Improvements is a performance management and feedback platform.

- **Product strategy:** designed and executed a lean process to find a differentiated product positioning. Conducted customer and market research, and engaged with internal stakeholders and industry analysts. Built consensus and communicated outcomes to all levels of the business.
- **Process transformation:** helped shift the organisation from instinct-driven to data-driven product development.
- **Mentoring and education:** trained colleagues across disciplines in qualitative research and quantitative validation techniques.

## Product Lead

### 11:FS

2018-2019

11:FS is a consultancy that develops new fintech products for clients, and builds its own products. In this short-term role, I worked in both parts of the business.

- **Team management:** managed junior Product and Growth Managers, guiding them to produce high impact work and develop their skills.
- **Product strategy:** defined a strategy and vision for an internal product, drawing on user research alongside input from company founders. Collaborated with sales and marketing colleagues to develop aligned plans.
- **Lean/agile project management:** introduced a cross-functional team working on an internal product to user-centric, data-driven, iterative, collaborative ways of working. Defined, executed and adapted process for client projects on the fly.
- **Stakeholder management:** collaborated with client stakeholders to deliver projects and champion the outcomes throughout their organisations.
- **User research:** designed, conducted and analysed a variety of research to identify user goals and opportunities, and validate and prioritise features.

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## Senior Product Manager

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### Skyscanner

2016–2018

- **Product strategy:** defined strategy for a new area of the product, demonstrated to senior stakeholders how this aligned to the company strategy, and advocated for the vision across the business.
- **Leading teams:** inspired and aligned multiple cross-functional teams with a product vision, then coordinated the delivery of that vision in iterative releases that balanced team learning and user value.
- **Stakeholder management:** persuaded, informed and collaborated with colleagues across multiple disciplines, three continents and five timezones.
- **Data analysis and experimentation:** designed well-formed experiments, and analysed data from millions of app users to understand behaviour, measure impact and identify opportunities.
- **User research:** designed, conducted and analysed research to guide everything from product strategy to UX details. Trained and supported colleagues to run their own research, engendering a culture of research.
- **Machine learning:** worked with data scientists to conceive, evolve and validate machine learning features.

## Head of Product

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### Silicon Milkroundabout

2015–2016

Silicon Milkroundabout produces recruitment events for the tech industry.

- **Team management:** recruited and managed a small UX team.
- **Product strategy:** translated the business's priorities into a flexible roadmap that balanced urgent short-term needs with building reliable foundations for future iteration and product differentiation.
- **Agile process design:** shaped the processes for the new development team to enable delivery of quality software at sustainable speed.

## Product Manager

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### Adaptive Lab (now Idean UK)

2012–2015

Adaptive Lab is an innovation agency that designed and built products for clients like Barclays Bank, Experian, and the Associated Press.

- **Establishing culture:** played a central role in building a culture of trust, transparency, growth and nimbleness, as the company's second employee.
- **Process design:** defined the company's product discovery and development approach, and evolved it over time to balance pragmatism and best practice.
- **Stakeholder management:** worked with client teams and senior decision-makers, to collaborate, persuade and communicate results.
- **Proposition design:** devised products targeting the overlaps between user needs, business goals and market gaps, and defined corresponding MLPs.