

KEITH LYNN

Flat 1, 45 Oakdale Rd, Streatham, London SW16 2HL, London, UK.

E: keith.lynn@dogwagstail.com | M: +44 7856 879787

LinkedIn: <https://www.linkedin.com/in/keithlynnire/>

ABOUT

Founder at DogWagsTail, the consultancy that powers imaginative start-ups with a faster, cheaper and evidence-based way to create and scale digital products customers love.

Previously led cross-functional teams and cut my teeth in product management with InsurTech Simply Business which was acquired in 2017 for ~\$490m—50 times earnings.

Six years culminated in leading a team of nine as part of the UK management team in '17/'18.

Deeply experienced in digital product management, product discovery, lean start-up principles, product roadmaps, agile delivery techniques (i.e. Scrum, Kanban, etc.), strategy, business model innovation, go-to-market and P&L management.

PROFESSIONAL EXPERIENCE

Founder at DogWagsTail | London, UK | Since July 2019

A new venture, career break prior to launch.

Services cover workshops, coaching, mentoring, strategy and advisory. More at www.dogwagstail.com

Start-up Non-Exec Director opportunities welcomed, and I may consider being embedded as part of an internal team on a periodic part-time basis.

Various roles at Simply Business | London, UK | Jan 2012 to Aug 2018

Simply Business is a profitable and growing industry-leading technology distributor of small business insurance policies in the UK, offering products on behalf of a broad panel of insurers through its digital platform to nearly 600,000 customers.

Senior Product Manager | Reported to Director of Insurance Product | April 2018 to August 2018

Continued involvement with the UK management team post a 13-month secondment:

- Supported the Director of Insurance Product and Director of Digital Product through an extensive product org transformation
- Acted as a sounding board to the UK CEO during this move to re-organise into deeply cross-functional and discovery led product teams

Key Results

1. Assisted the Director of Digital Product in hiring 4 new Senior UK team members (Heads of Product and Lead Digital Product Managers)
2. Guided a newly formed product team through product discovery and delivery efforts, worked with the Lead Product Manager to execute a single change which netted a ~£500k forecasted uplift in revenues

Interim Director of Insurance Product | Reported to UK CEO and Director of Digital Product | February 2017 to March 2018

UK management role. Overall accountability for new business conversion and revenue targets (post-marketing acquisition) across a portfolio of products. Led, inspired, coached and mentored 9+ product team.

Key Results

1. Achieved a return to new business growth with revamped product roadmap leading 20% YOY growth in H2 2017
2. Aligned UK leadership team on new business trends, market dynamics, business model limitations and opportunities, leading to agreement on priorities for 2018-2019
3. Spearheaded a significant reduction in technical debt with two projects, won leadership buy-in and boosted overall platform scalability
4. Implemented objectives, key results, and learning agenda framework for the Insurance Product team, aligning the team to strategic goals
5. Developed 2018 new business revenue budget to underpin the success of product org transformation
6. Embedded principles and framework for continuously improving our propositions for customers

Senior Product Manager | Reported to Director of Insurance Product | December 2012 to January 2017

Oversaw various product segment strategies and roadmaps, collaborated with engineers, senior stakeholders and third parties to deliver double-digit growth—during and beyond a critical platform rebuild initiated in '13

Key Results

1. Led the execution of an enhanced landlord proposition—100% growth over 2 years
2. Re-launched 2 ancillary propositions, transformed fulfilment (reduced costs) with a 30% revenue per visitor increase
3. Played a pivotal role in retaining a multi-million-pound distribution channel—leading to a doubling of landlord business and 50% growth in SME
4. Significantly contributed to revised customer segmentation enabling growth strategies rooted in opportunities and capabilities
5. Managed product optimisations with multiple iterations with 50% growth in '15
6. Led the renegotiation of a crucial commercial deal in '15 alongside COO, directly contributing £0.15m revenue
7. Facilitated delivery of segment-based pricing in '16, netting £0.5m revenue in H1 '17

Product Analyst | Reported to Head of Pricing and Business Development | January 2012 to December 2012

EDUCATION | THE UNIVERSITY OF LIMERICK (IRELAND)

2010 to 2011: Graduate Diploma in International Entrepreneurship Mgt (Upper Second Class Hons)

2006 to 2010: BA in International Insurance and European Studies (Upper Second Class Hons)

ADDITIONAL TRAINING

2018 Silicon Valley Product Group: How to Create Tech Products Customers Love (C. Jones private workshop)

2017 Silicon Valley Product Group: How to Create Tech Products Customers Love (M. Cagan public workshop)

2017 QA Ltd - Stepping up to Management London