Clive Lancaster

Digital Product Manager

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ABOUT

Results driven and accomplished customer-focused Digital Product Manger having worked both as a business analyst and full stack software developer within health-tech, prop-tech, human resources, marketing e-commerce, insurance, hospitality, real-estate and business services.

Demonstrated experience delivering digital products with an analytical, collaborative and open-minded approach directed to finding the ideal balance between business objectives and customer experience.

CAREER SUMMARY

Dates	Company	Position
2022 - Present	Telstra Health	Product Manager
2020 - 2022	Telstra Health	Product Owner
2020 - 2020	CoreLogic Asia Pacific	Snr. Professional Product Owner
2017 - 2019	MedicalDirector	Product Manager
2016 - 2017	MedicalDirector	Senior Business Analyst
2016 - 2016	X Channel Marketing Ltd.	Business Analyst
2014 - 2015	World Nomads Group Pty Ltd.	Software Developer
2011 - 2014	Maximus International Pty Ltd.	Senior Software Developer
2005 - 2011	Best Western Hotels	Software Developer

KEY ACHIEVEMENTS

- Firmly established Telstra Health in the healthcare market as a trusted electronic referral solutions provider, hence enabling a following business opportunity with the Australian Government by successfully delivering an electronic work capacity certificate referrals solution using interoperable SMART on FHIR for ReturnToWorkSA.
- Increased market share for MedicalDirector by successfully planning and managing the delivery of a business first Medicines DaaS from conception to initial customer service contract.
- Enabled increased revenue for Getting Personal one of the UK's largest online personalised gift stores by facilitating the delivery of a tailored retail Data Analytics solution.
- Worked on the delivery of a business-critical e-commerce platform for Best Western Hotels as part of a companywide rebrand increasing brand recognition and customer experience for over 290 privately owned hotels and customers.
- Increased processing efficiency and accuracy of accounting for Best Western Hotels by designed and building a Credit Card Reconciliation application for used to validate phone sales against actual sales figures.

EXPERIENCE

Product Manager   *Telstra Health*   *Sydney, September 2022 to Present*

Telstra Health is Australia's largest eHealth software and technology company.

- Defined quarterly product objectives and scope reporting to Product Lead of Digital Health Content
- Planned and estimated the product road-map within defined budget
- Maintained and prioritised product backlog for Clinical Content & AusDI products
- Engaged and managed key stakeholders throughout the product lifecycle
- Supported product sales and pre-sales activities

Product Owner   *Telstra Health*   *Sydney, December 2020 to September 2022*

- Planned product road-map in line with product business strategy reporting to the General Manager of Hospitals and Connected Health
- Maintained and prioritised product backlog for Kyra Secure Messaging & eReferrals products
- Worked with delivery teams and key stakeholders to deliver positive customer and business outcomes
- Aided business development to deliver both government tendered and private sector healthcare solutions

Snr. Professional Product Owner   *CoreLogic Asia Pacific*   *Sydney, January 2020 to December 2020*

CoreLogic is a global leading property market data and insights solutions provider within Australia, NewZealand and America.

- Developed and executed product roadmap successfully achieving key business goals and KPI's within budget
- Provided guidance to the recent sale's agile delivery team in order to achieve business goals and objectives
- Collaborated with other businesses units and customer stakeholders to deliver positive customer outcomes
- Developed the business case for the Recent Sales division insight of the covid-19 pandemic

Product Manager   *MedicalDirector*   *Sydney, May 2017 to Nov 2019*

MedicalDirector is a healthcare management software solutions and information provider and leader in the Australian market.

- Developed product roadmap and managed product backlog for the Clinical Content division in line with the product strategy
- Managed the delivery of a business first Medicines DaaS from conception to initial customer contract
- Increased customer satisfaction and Net Promoter Score for AusDI by working with integration partners including the SHPA, IMGateway and FDB to deliver additional product offerings
- Enhanced efficiency and sustainability of pharmaceutical document management by managing the migration and delivery of a current version of Allette Systems PageSeeder
- Developed feature wireframes and mock-ups for AusDI desktop and mobile using insights from UX designers
- Delivering support and maintaining relationships for government state held health contracts

Senior Business Analyst   *MedicalDirector*   *Sydney, Dec 2016 to May 2017*

- Owned the customer requirements for the Clinical Content division
- Enhanced delivery management and efficiency of both business and technical processes
- Responsible for Agile process and Sprint management
- External and internal stakeholder management

- Leadership and management of delivery channels

Business Analyst   *X Channel Marketing Ltd.*   *York, April 2016 to September 2016*

X Channel Marketing is a data services company specialising in retail data collection transformation and analysis.

- Enhanced business processes and delivered requirement documentation for client on boarding and change requests
- Improved business analysis process documentation
- Working with key stakeholders to deliver quality FRS documentation for new and existing clients
- Aiding in the delivery of an ETL data warehouse extension to their Active DB product offering for analysis of client marketing and sales data
- Working alongside existing and on boarding new consumer retail clients such as Getting Personal, Boohoo, Jack Wills and Ann Summers
- Project Managed internal and client projects

Software Developer   *World Nomads Group Pty Ltd.*   *Sydney, Dec. 2014 to May 2015*

nib Travel formerly World Nomads Group are an online travel insurance company specialising in providing short term insurance cover.

- Delivered customer focused application improvements across the four public brands World Nomads, SureSave, TID and Cheap Travel Insurance
- Use of Agile scrum for the full project life cycle
- Retrospectives, sprint planning sessions and backlog reviews
- Worked with product owner to manage product backlog and priorities user stories
- Peer to peer reviews of requirement/project documentation through Microsoft TFS
- Use of unit tests to meet acceptance criteria
- Backend business logic on an enterprise platform using C#, SQL, Microsoft.NET technologies
- Frontend UI design using MVC, HTML5, SASS and AngularJS, also working with Orchard CMS

Senior Software Developer / Business Analyst   *Maximus International Pty Ltd.*   *Sydney, June 2011 to Oct. 2014*
Hybrid role including full Business Systems Analysis responsibilities

Maximus International are a business consultancy which provides leadership development and talent management services to some of the biggest business in Australia.

- Enhanced the IT offerings of the business by advising and leading the development of HR and business management application solutions following a SaaS business model delivering to clients including FitnessFirst, 3M, VW, Sibelco, Target, Johnson & Johnson, Telstra, BT Financial group, Cover-More, ING Direct and Asciano
- Performed needs analysis utilising the MoSCoW method to reach key stakeholders and build a business case for projects to follow an LSD approach
- Mapped out business process using BPMN, UML, Use Cases, and User Stories with the aid of tools including MS Visio and Sparx EA
- Developed wireframes using Balsamiq Mockups and AxureRP to aid in business requirement decisions and communicate requirements to developers
- Followed best practices to scope and communicated project estimations using MS Project
- Managed projects using Atlassian JIRA and user stories following the agile workflow methodology
- Facilitated product workshops for internal and external clients for training and user acceptance

- Initiated business and application solutions to handle and processes customer feedback
- Created market research reports and MS SSRS reports to aid in the business decision making process and monitoring performance
- Improved the marketability and functionality of their talent management software
- Enhanced business processes and brand image by developing and delivering a single business branded psychometric testing portal to deliver and manage 3rd party testing
- Reduced business operating costs by moving infrastructure to the Amazon AWS cloud
- Increased product offerings to include a cutting-edge cross platform knowledge management system to aid clients with self-development

Software Developer / Analyst Programmer   *Best Western Hotels Ltd.*   *York, Apr. 2005 to Mar. 2011*

Best Western along with sister company Beacon Purchasing provide hotel marketing and management services to privately owned hotels.

- Developed solutions enabling the business to gain market growth within the hospitality sector though marketing and automating business processes
- Worked with key stakeholders to perform business and systems analysis to deliver technical specifications with the aid of Use Case, UML, Class, Sequence, ERDs' and design mock-ups
- Designed, developed, maintained and co-ordinated the development of bespoke web applications and e-commerce solutions largely for but not exclusive of marketing, accounting and membership departments within Best Western, Beacon and Interchange & Consort Hotels
- Consulted and worked with design, digital and search engine optimisation (SEO) agencies to deliver effective compliant solutions
- Implemented design patterns including repository and factory patterns following best practices
- Monitored, developed and maintained automated data work flows across the business
- Analysed requirements and delivered reports using Crystal Reports and CSV
- Mentored and supported junior members of the software development team
- Provided helpdesk support handling customer software related enquiries and trouble shooting
- ASP.NET, C#, VB.NET, ASP, SQL, HTML, CSS, JQuery, JavaScript, NHibernate, Unity and Subsonic

EDUCATION

- BSc (Hon) Computer Studies (2.1)   *Teesside University, Middlesbrough, 2002 to 2004*
  Dissertation on Medical Information System using Microsoft Technologies
- HND Computing (Information Technology)   *Teesside University, Middlesbrough, 2000 to 2002*
- Certified Scrum Product Owner (CSPO)   *Scrum Alliance, 2022*
- First Aid   *St John Ambulance Australia (NSW)*
- ICARE Customer Services Course   *Interchange & Consort Hotels, York, 2011*
- City & Guilds AutoCAD 2D & 3D Design *York College of Further & Higher Education, York, 1999 to 2000*

AWARDS

- Young Engineers for Britain finals in 1997 and 1998

LANGUAGES

English, Afrikaans and German.