



Product Management | EdX USMx Product Manager | APMG Agile PM

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Dear Hiring Manager

I am looking for a contract or permanent PM role. I am ambitious to improve the world for customers and achieve value. There are several reasons why I am a strong choice.

I introduced product management standards at Nacro, a UK service delivery organisation. I brought in data-led, user-focused processes and made a business case to redevelop its website, which I carried out with technical teams, prioritising business requirements. This resulted in a sustained 45% increase in digital engagement on launch and I was promoted to lead a six-person team for the last eight years.

I also identified growth opportunities. I generated a new revenue stream by gaining stakeholder agreement to launch a COVID-19 advice hub web product, working with a key partner, the Ministry of Justice.

Finally, I improved customer segmentation by collaborating with the data team and introduced social media monitoring, knowledge gained from my time as a digital marketer and business manager.

I hold Product Manager and Agile PM certifications and a CIM Marketing Diploma. I have worked in STM, health care, publishing, membership, e-commerce, financial inclusion, education, policy and legal, on contract in agencies and in complex corporate environments.

Strategic thinking: I identified the pain point of disengaged key pharmacists during the planning of a Nacro health care product. I facilitated options planning among stakeholders and subject experts, engaging 77 of 80 pharmacists who I then turned into advocates in the product introduction phase.

Interpersonal skills: I built a trusted relationship with the commissioner of the Nacro health care product by using my organisational intelligence to unblock barriers to effective working within the health care partnership. This enabled us to present a unified, successful case for further funding.

Analytical skills: At Nacro, I established governance, high level accountability and a data-led approach to rapidly generate actionable insights, success metrics, competitor analysis and reporting, delivering evidenced, standards-compliant B2B and B2C products.

User-centred design: I led the sector in implementing responsive UX features following competitor and customer analysis, benefiting from my design background.

Technical knowledge: I improved the velocity of delivery of key features at Nacro by maintaining strong, iterative working relationships with design and engineering teams. I maintain the technical acumen to prioritise projects, a longstanding working knowledge of CMS capabilities and other software.

Leadership and team working: I motivate teams to share the vision, to articulate and assert it to stakeholders, and to achieve individual goals. I have led, guided and supported teams and managed third parties for 7+ years, both at Nacro and The King's Fund. I recently completed DiSC Leadership Programme.

Organisation and prioritisation: Recently at Nacro I managed the strategy and delivery of a SaaS learner management tool which spanned web integration and CRM. I use Agile and other methodologies to manage roadmaps and end-to-end process of release management. I manage the product journey using a range of collaborative tools. This has enabled me to improve the velocity of delivery of key features.

Insights and approach: I maintain continuous learning through sector networks. My colleagues describe me as an energetic, collaborative, results-driven problem-solver.

I am available for interviews and I look forward to hearing from you.

Minuche Farrar

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Work history

PRODUCT MANAGER | **Nacro** | MAY 2012–JULY 2020

UK service delivery organisation with four verticals, England's largest independent training provider.

- Promoted to team leader to manage product strategy, portfolio, growth, customer engagement, framework, influencing, roadmap, commercial targets, market research, resolving issues, forecasts, reporting.
- Identified customer needs of disengaged pharmacists on health care product, Recovery Near You. Problem-solved with providers and subject matter experts. Engaged 77 of 80 pharmacists who became advocates.
- Generated an income stream when I fast-tracked a COVID-19 advice web app launch. I used its steady 17% weekly engagement increase to influence stakeholders to approve an income-generation partnership strategy.
- Managed SaaS education integration, working with IT team to transform technical processes, requirements analysis, data gathering, negotiating and managing service provider relationship. Collaborated with UX and product engineering teams, aligned product marketing plan, gained 250% increase in signups.
- Sold out four business training event series, used customer data process to set content and product pricing.
- Led the sector in implementing responsive UX features following competitor and customer analysis.

CONSULTANCY AND CONTRACTS | 2005–2012

Nacro Marketing communications strategy. Beat student signups KPI by 10% (3800). Built governance process. Led cross-functional team to increase conversions by 12%+ in each of 23 key services.

Resolution Law Brand and marketing. My process guidelines shortened time to market by 2 stages.

Independent Age Developed first national e-commerce platform, exceeded fundraising target.

DIGITAL AND DESIGN MANAGER | **The King's Fund** | 1999–2007

UK health care think tank, membership body and NHS leadership development training organisation.

- Management and financial planning of **Caring Choices**, a national digital consultation programme.
- My NHS leaders business stakeholders campaign, following my process review, led to 50% more product sales.
- Rebrand strategy and execution: Led customer consultation, financials, using diplomacy, communications skills.

CONSULTANCY AND CONTRACTS | 1992–2003

Hospital Doctor STM magazine. Successfully integrated new data visualisation approach into magazine.

Taylor and Francis Publishers. My customer retention plan hit acquisition target.

Goldrealm Legal Publications/business development. Sold out events for a new customer base.

EDUCATION, QUALIFICATIONS AND CERTIFICATIONS

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| • edX USMx Certified Product Manager | • APMG Agile Project Management Certified Practitioner |
| • Udemy Scrum Certificate • Copywriting Diploma | • Wiley DiSC Leadership Development Programme |
| • CIM Professional Diploma in Marketing | • Graphic Design BA (Hons) Norwich School of Art |
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FURTHER ACTIVITIES

EdX, Product School, Product Group, Like Minds, Product Tank, Artificial Intelligence, 2PM, doteveryone
Mentored by CEO. Coached by Product Group convenor. Created portfolio: minuche.com

SKILLS

Agile methodologies, Scrum, Jira, Slack, Google Analytics, Miro, SQL, Python/AWS Cloud Computing/
Machine Learning principles, Basecamp, JTBD, WordPress, Drupal, Adobe CC. French and German