

Sarah Mitchell

Senior Product Manager / Digital Transformation

+61 412 345 678
s.mitchell@email.com

Sydney, NSW | Australian Citizen
linkedin.com/in/sarahmitchell

PROFESSIONAL SUMMARY

Results-driven Senior Product Manager with over 10 years of experience leading digital product strategy, cross-functional teams, and end-to-end product delivery across SaaS, fintech, and consulting sectors. Proven track record of driving revenue growth, optimising customer experiences, and executing complex digital transformations within agile environments. Adept at aligning product vision with business objectives to deliver measurable outcomes.

CORE COMPETENCIES

- Product Strategy & Roadmapping
- Digital Transformation Leadership
- Agile & Lean Methodologies
- Stakeholder Engagement
- Cross-Functional Team Leadership
- Data-Driven Decision Making
- User Experience & Design Thinking
- Go-To-Market Strategy

PROFESSIONAL EXPERIENCE

Nexa Technologies

Mar 2022 – Present

Senior Product Manager

Sydney, NSW

- Led the development and commercial launch of Nexa's flagship SaaS platform, securing over **45 enterprise clients** within the first 18 months and generating **\$4.8M** in annual recurring revenue.
- Drove a **34% increase in revenue** through strategic product repositioning and the introduction of a tiered subscription model aligned to customer segments.
- Managed a cross-functional team of **14 engineers, designers, and QA specialists** across two concurrent product streams, delivering all milestones on schedule.
- Implemented a data-driven product development framework that reduced average time-to-market by **28%** and improved feature adoption rates by 41%.
- Established the company's first formal product advisory board, engaging 8 key enterprise customers to guide roadmap priorities and deepen strategic partnerships.
- Championed accessibility and inclusive design standards across the product suite, achieving **WCAG 2.1 AA compliance** six months ahead of the regulatory deadline.

Synapse Digital

Jul 2019 – Feb 2022

Product Manager

Melbourne, VIC

- Spearheaded the digital transformation of Synapse's legacy product suite, migrating **120,000+ active users** to a modern cloud-native architecture with zero critical incidents.
- Launched three new product lines that collectively generated **\$3.2M** in first-year revenue and expanded the company's addressable market by an estimated 22%.
- Established agile delivery practices across four product teams, increasing sprint velocity by an average of **35%** within two quarters.
- Reduced customer churn by **22%** through a programme of UX research, usability testing, and iterative feature refinement informed by Net Promoter Score data.
- Partnered with the sales and marketing teams to develop product positioning, sales enablement collateral, and competitive battle cards used across the APAC region.

Vertex Consulting

Apr 2016 – Jun 2019

Business Analyst / Associate Product Manager

Brisbane, QLD

- Delivered comprehensive product requirements, user stories, and acceptance criteria for enterprise clients in the financial services and insurance sectors, contributing to **\$7.1M** in new consulting engagements.
- Facilitated discovery workshops and design sprints with C-suite stakeholders from five Fortune Global 500 equivalent organisations, translating business needs into actionable product backlogs.
- Led the requirements and UAT phases for a large-scale policy administration system replacement that processed over **\$200M** in annual premiums post-launch.
- Mentored a team of four junior analysts, introducing structured business analysis frameworks and improving deliverable quality scores by **28%**.

Nimbus Group

Jan 2014 – Mar 2016

Junior Business Analyst

Sydney, NSW

- Supported senior analysts in requirements gathering, process mapping, and documentation for three major system implementation projects across the logistics and supply chain domain.
- Developed operational reporting dashboards that improved supply chain visibility by **40%** and reduced manual reporting effort by an estimated 15 hours per week.
- Coordinated user acceptance testing cycles involving over **200 end users** and managed defect triage, achieving a 97% test pass rate at go-live.

EDUCATION

Master of Business Administration (MBA)

2016 – 2018

Australian Graduate School of Management, UNSW Business School

Dean's List | Specialisation in Strategy & Innovation

Bachelor of Commerce (Information Systems)

2010 – 2013

University of Sydney

Distinction Average | Beta Alpha Psi Honour Society

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- Certified Scrum Product Owner (CSPO) – *Scrum Alliance*
- PRINCE2 Practitioner – *AXELOS*
- Advanced Product Management Certificate – *Product School*
- Design Thinking for Innovation – *University of Virginia, Darden School of Business*
- SAFe 5 Product Owner/Product Manager – *Scaled Agile*

TECHNICAL PROFICIENCY

Product & Design: Jira • Confluence • Figma • Miro • Notion • Asana • Aha!

Data & Analytics: SQL • Tableau • Nexa Analytics • Mixpanel • Looker • Excel (Advanced)

CRM & Marketing: Salesforce • HubSpot • Marketo • Intercom

REFERENCES

Professional references available upon request.