



ALISTAIR SCHULTZ
Product Manager

SKILLS

- Product Strategy and Roadmapping
- Market Research and Analysis
- User Experience (UX) Design
- Agile Methodologies
- Cross-functional Team Leadership
- Data Analysis and Interpretation
- Financial Market Knowledge
- Stakeholder Management

BACKGROUND

- **Total Synergy**
Senior Product Manager
- **SixSix**
Product Manager
- **FinMedia**
Product Manager
- **ACY Securities**
Chief Market Analyst
- **Charterprime**
Senior Analyst

EDUCATION

- **Master of Business Administration**
University of Technology Sydney
- **Graduate Certificate in Product Management**
Royal Melbourne Institute of Technology
- **Graduate Certificate in Applied Finance**
Macquarie University
- **RG146 Certificate, Diploma Financial Services (Financial Planning)**
IIT Melbourne

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[LinkedIn](#)

[Figma Portfolio](#)

Find more information and to view my portfolio, visit my CV page:

<https://alistairschultz.schward.consulting>

PROFILE

- Experienced Product Manager specialising in new product, feature and venture discovery, product strategy, and data analysis.
- Over 6 years of diverse experience working with multiple products across various companies.
- Expertise in start-up and new product development, including all aspects of discovery.
- Skilled in revitalising established products to recapture market share.
- Exceptional ability to simplify complex subjects for broad audiences, facilitating rapid concept development.
- Unique background combining product management with financial market analysis and economics, offering valuable insights for companies involved in financial and related activities.

SPECIAL INTERESTS

- SaaS projects. Experience in projects that involve startups, new products, architecture, engineering, project management, multidisciplinary platforms, patient centric medical tech, data & analysis platforms.
- Finance related projects. Before migrating to product management, I worked in the finance industry for ten years as a trader, a market analyst, and a financial commentator for AuzBiz TV (David Koch) and my employer at the time. This unique experience is invaluable for the development of any product in the financial industry.

CAREER HIGHLIGHTS

Senior Product Manager | Total Synergy

February 2023 – Present

At Total Synergy, a Sydney-based based SaaS company serving the architecture, engineering, and construction industries, I lead product development initiatives that have significantly improved customer satisfaction and product usage metrics.

I successfully transformed large-scale ideas into tangible, deliverable projects, leading to improved PSAT scores and increased daily usage over a 6-month period. A standout achievement was developing the most successful feature in the company's 25-year history, garnering over 24,000 uses within 24 hours of release across 17,000 users. I simultaneously led five development teams, facilitating agile ceremonies to deliver complex projects ahead of schedule and under budget. My strong interpersonal and communication skills greatly improved customer relations and cross-functional team collaboration, enhancing overall product development outcomes.

Key Performance Metrics

1. Drove annual recurring revenue growth from \$8 million to \$10.8 million, a 35% increase.
2. Improved customer satisfaction scores from 3 to 8 out of 10.
3. Boosted user engagement on an updated feature by 327%, from 1,251 to 5,355 users within 24 hours of release.
4. Increased average monthly usage of a refreshed feature from 24,000 to 72,000, a 300% improvement.
5. Achieved 34,000 uses of a new feature within one week, engaging 17,000 unique users.

Product Manager | SixSix

February 2021 – 2023

At SixSix, a Melbourne-based product management consultancy, I provided strategic product leadership to various organisations including Versent, Football Australia, and UbiPark.

Key achievements include developing comprehensive demographic and financial models for digital products, implementing user analytics integrations to optimise customer journeys, and presenting strategic visions that unified diverse teams of clients and stakeholders. I also implemented communication and reporting policies that enhanced cross-functional team coordination, resulting in smoother project execution and faster delivery times. Throughout my tenure, I guided development teams through entire product lifecycles, ensuring successful product launches aligned with customer needs and company visions.

Product Manager | FinMedia

June 2020

At FinMedia, a start-up media consultancy for financial service providers, I led market research and discovery activities that identified potential markets and products. I developed comprehensive go-to-market strategies incorporating customer intelligence from journey mapping, empathy mapping, and user mapping. My efforts resulted in revenue positivity and successful consulting engagements with three large organisations, ultimately leading to the company's acquisition.

ALISTAIR ROBERT SCHULTZ

MBAE, PGCApFin, PGCPM, DipFin, RG146

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CV & Portfolio: alistairschultz.schward.consulting

EXECUTIVE SUMMARY

A product manager specialised in new product, feature, and venture discovery, product strategy, and data analysis. With more than 6 years of experience as a Product Manager, involving a diversity of experience while working with an array of products for multiple companies.

Training and experience focused on start-up and new products involving all aspects of discovery and other relevant skills. However, working with products that have been in the market for as much as twenty years and needed a fresh analysis and re-focus to recapture the marketplace.

Possesses an excellent ability to examine complex subjects and make them comprehensible for a broad audience enabling a rapid uptake of ideas to enhance concept development.

Before his career in product, he worked as a chief market analyst. This experience created a deep understanding of financial and geopolitical issues that affect the markets and FUM of the clients seeking to thrive in them. The interplay between financial markets and product is an uncommon combination and creates a unique view which adds real value to any company, but particularly those that include products that involve financial and related activities.

There is no doubt that I would bring significant value to your company. I am fully committed to the challenges and excitement of developing new products, developing existing products to improve their position in the market.

PRODUCT MANAGEMENT AND RELATED POSITIONS

TOTAL SYNERGY | PRODUCT MANAGER | FEB 2023 – CURRENT

Total Synergy is a Sydney based SaaS organisation with software purpose built for architecture, engineering, and construction industries. The company provides a range of project management, budget control, invoicing, and timesheet features to enable businesses to have more time for design.

Key Achievements:

- Project and Initiative Successes: Successfully transformed many large ideas into tangible and deliverable projects, and initiatives, with scope ranging from 2 sprints to 20, leading to improved PSAT and customer satisfaction scores, resulting in higher daily usage metrics over a 6-month period and an increase in product sales.
- Developed the most successful feature in 25 years with over 24,000 uses in 24 hours post release, with a total of 17,000 users.

- Leadership and team management: Led 5 development teams simultaneously and facilitated all agile ceremonies throughout sprints to successfully deliver complex projects ahead of schedule and under budget.
- Cross-functional collaboration: Collaborated with other product, UX, development, sales, marketing, CS, and leadership teams while representing the organisation and the product team with strong interpersonal communication skills greatly improving efficiency and the effectiveness of all teams' workflows and product development outcomes.
- Valuable contributions to process improvement and Team Efficiency: contributed to the product team's discovery processes and standardised them.
- Customer engagement: Improved greatly improved the customer to product team relations through strong interpersonal and communication skills and playing a crucial role in the understanding of customer needs and preferences.
- Redeveloped and redesigned legacy features and functions with a UX/UI behavioural focus.

FLOWX | PRODUCT ADVISORY MEMBER | JAN 2023 – DEC 2023

Tradeflow is a technology provider focused on the physical delivery of commodities and the tokenisation of trade financing. FlowX has recently acquired funding of \$2million USD to enter development through private channels.

Key Achievements:

- Market Research and Analysis: Conducted thorough market analysis that identified several market participants leading to product market fit and ultimately led to first round private funding.
- Product and Feature Innovation: Through market research and the identification of product market fit and finding the gap in customer needs pioneered the product vision, strategy and roadmap for expected development and resource requirements to reach product launch and beyond.
- Partnership Development: established key strategic partnerships resulting in shared marketing activities and an increase in customer base for FlowX.

SixSix | PRODUCT MANAGER | FEB 2021 – 2023

SixSix is based in Melbourne and provides consultant Product Management services to a range of organisations including Versant, Football Australia, and Ubi Park. The company's provides short- and long-term functions covering all aspects of product management.

Key Achievements:

- Developed and delivered comprehensive demographic and financial models for various digital products, utilizing competitive analysis, SWOT analysis, unit pricing analysis, and TAM/SAM/SOM discovery.
- Implemented user analytics integrations to define and optimize the customer journey, leading to improved user experiences and product enhancements.

- Presented product and organizational strategic visions, effectively unifying diverse teams of clients and stakeholders, fostering collaboration and shared goals.
- Implemented communication and reporting policies, enhancing communication and coordination between cross-functional teams, resulting in smoother project execution and faster delivery times.
- Led and guided development teams through the entire product lifecycle, from discovery to delivery, ensuring successful product launches and alignment with customer needs and company vision.

FINMEDIA | PRODUCT MANAGER | JUN 2020

FinMedia was a start-up media consultancy to provide written and video content for financial service providers.

Key Achievements:

- Conducted extensive market research and discovery activities, identifying potential markets and products for the business.
- Developed comprehensive go-to-market strategies and frameworks, incorporating customer intelligence from journey mapping, empathy mapping, and user mapping to cater to the needs of end-users and B2B customers.
- Successfully led the implementation of various business strategies and product visions, resulting in revenue positivity and consulting three large organizations with a substantial clientele base, ultimately leading to acquisition and integration into one of the organizations.

UNIVERSITY OF TECHNOLOGY SYDNEY | PRODUCT MANAGER/CONSULTANT | FEB 2018 –

CURRENT

Consultant to students of the UTS MBA program working on ‘student-led technology-enabled start-ups of the Start-Ups and Business School. This role allowed me to refine and improve my product management skills through hands-on mentoring and practical experience, enhancing my ability to drive innovation and success in the realm of product development.

Some of the organisations I worked with in this role include:

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Co-Founder | Jun 2018 – Feb 2020

Urban Growth NSW

Entrepreneurial Consultant | Feb 2018 – Jul 2018

Nose Wings

Start-Up Consultant | Jul 2018 – Dec 2018

5B Solar

Entrepreneurial Consultant | Feb 2018 – Jul 2018

PRIOR FINANCIAL WORK

My experience as a Chief Market Analyst has provided me with valuable insights, analytical capabilities, and communication skills that greatly benefit me as a Product Manager, which has led to more successful and customer-focused product development strategies.

Some of the organisations and roles that I have worked in include:

ACY Securities

Chief Market Analyst | Feb 2020 – Apr 2021

AusBiz TV

Regular host and guest presenter | Mar 2020 – Feb 2021

Charter Prime

Senior Market Analyst | Jul 2015 – Nov 2019

STIG Trading – Advamode Tech

Market Analyst | Jul 2012 – Jan 2015

SAMPLES OF PRIOR FINANCIAL MEDIA WORK

- Sydney Morning Herald [here.](#)
- AusBiz TV presentations [here](#) and [here](#).
- SMH Feature Example [here](#)

EDUCATION

Graduate Certificate in Product Management

Royal Melbourne Institute of Technology | Jun 2023

Master of Business Administration (Entrepreneurship)

The University of Technology Sydney | 2019

Graduate Certificate in Applied Finance

Macquarie University | 2017

RG146 Certificate, Diploma Financial Services (Financial Planning)

IIT Melbourne | 2012

Trading Team Apprenticeship

FX NYC | Manhattan, New York | 2011

REFERENCES

Available on Request.