

KARA NTUMY

Product Manager

A strategic, entrepreneurial PM with product sense skills honed in top-tier financial services and media corporations. Excels at identifying and prioritising opportunities, and confident in leading agile teams to execute and launch products. Passionate about designing engaging user experiences, and building products that achieve customer and business goals.

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PROFESSIONAL EXPERIENCE

MERCE GROUP

Senior Product Manager

Jan 2020 – Present

London, UK

- Redesigned ecommerce website for Sloane Street Surgery, increasing sales by ~25%.
- Developed web-based travel information app for CityDoc, increasing daily visitors by 10%.
- Implemented booking system integration for pharmacy chain, increasing bookings by 10%.

FUTURE PLATFORMS

Lead Product Manager

Jan 2023 – June 2023 (Contract)

London, UK

- Led team through development sprints for £2m mobile app build for LIV Golf.
- Formulated product strategy and roadmap for app to improve golf experience for fans.
- Prioritised features with team to facilitate development of MVP within 6 months.

HUGE

Senior Product Manager

Jul 2022 – Nov 2022 (Contract)

London, UK

- Led team through design sprints for \$1m ecommerce website redesign for Brenntag SE.
- Redesigned key user journeys of the website to improve conversion rates.
- Defined product specs for ecommerce experience, and prioritised product features.

KLEKT

Lead Product Manager

Dec 2021 – Apr 2022 (Contract)

London, UK

- Developed a 6-month roadmap to enhance the UX of sellers on the online marketplace.
- Led the development of the auto-sale feature on web, increasing sales by 25%.
- Led the redesign of the KLEKT mobile app, boosting app store rating from 4 to 4.5.

SAGE

Global Product Manager

Sep 2020 – Dec 2020 (Contract)

London, UK

- Defined a 2-year roadmap to build Banking Service connections for new regions.
- Led the development of new Banking Service APIs, increasing user adoption by 10%.
- Introduced Agile methods to engineering team, improving efficiency of development.

BANCO SANTANDER

Global Digital Product Manager

Jun 2019 – Dec 2019 (Contract)

London, UK

- Defined a 2-year roadmap for development of API-based instalment lending platform.
- Led product team on formulating product strategy for the platform.
- Gathered requirements, performed market research, and defined success metrics.

BARCLAYS INTERNATIONAL

AVP, Digital Product Manager

Nov 2017 – May 2019

London, UK

- Launched API offering with strategy to integrate with Xero and Sage digital products.
- Led engineering team to develop and test all APIs, ensuring 99% uptime pre-launch.
- Coordinated cross-functional teams to formulate API product strategy and roadmap.

NEWS CORP UK

Digital Product Manager

May 2015 – Oct 2017

London, UK

- Led upgrade of The Times website's social engagement platform, doubling dwell time.
- Re-launched 4 The Times apps, increasing MAU by 17% on iOS, 70% on Android.
- Led development of features on Times Puzzles website, improving engagement by 20%.

EDUCATION

MSc IT CONSULTING

London Metropolitan University (Jan 2010 – Oct 2011)

BSc INFORMATION SYSTEMS & TECHNOLOGY

US International University (Jan 2007 – Aug 2009)

ACHIEVEMENTS

- Designed the entire UI/UX for iOS fitness mobile app: "Gymigo: Fitness Challenges For Friends" and created clickable prototype.

- Launched MVP for iOS app to the Apple App Store, gained 50+ users, and app was accepted into Y Combinator's Startup School.