

JAMES TODD

Product Manager

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EXPERIENCE

Career Break - Migration to UK & ski season in Switzerland

11/2023 - Present

Product Manager

Swyftx

09/2021 - 10/2023 Brisbane, Australia

Swyftx is Australia's #2 largest Crypto Exchange.

- Joining as employee #31, I saw Swyftx increase its customer base 1675% and grow to a headcount of 300+ staff.
- Lead a cross-functional squad of 8 engineers and 1 design lead working across Internal Tooling, Onboarding, Payments, Trading and KYC Compliance.
- Defined product strategy, OKR's and squad roadmaps, facilitated agile working processes, Led inter-departmental go-to-market on product releases.
- Successfully Implemented new card deposit provider and user flow resulting in 100%+ increase in card depositing volume and an 80% reduction in card deposit support enquiries.
- Implemented new simplified trading interface for beginner user, which adopted 30% of trade volume across top 5 trading pairs.
- Automated internal SMR/ SAR submission process through direct integration with Government API leading to reduced man-hour overhead of ~40hr per week (~\$80k pa).
- Implemented new onboarding flow enabling a measurable onboarding funnel, and saw an increase of 7% across this funnel.
- Introduced new trade pricing structure which saw a successful win-back campaign of 10% of churned High Value Accounts(HVA) (~\$10m annual trade volume) and a 3% reduction in HVA churn.

High Value Account Manager

Swyftx

01/2021 - 09/2021 Brisbane, Australia

- Helped establish the Account Management team, coordinating with Customer Support to implement back of house workflows, KPI and target setting, with the team scaling to 10 staff.
- Responsible for the retention of Swyftx's most valuable traders worth ~20% of total platform trading volume.
- Conducting interviews and gathering feedback from HVA cohort to inform Product.
- Networking and Promoting the Swyftx brand attending industry events.
- Market research and analysis to provide content and insights to clients.
- Working with Financial crime team to coordinate the setup of complex trust and company trading accounts.

Head of Growth

TalentVine

08/2017 - 02/2019 Brisbane, Australia

TalentVine is a Recruitment Consultant Marketplace

- Achieved revenue targets through proactive outbound sales initiatives.
- Collaborated with founder to devise, curate and execute multi-channel content strategy to boost engagement, awareness and inbound lead generation.
- Delivered monthly newsletters to foster engagement.
- Managed relationships with existing clients to drive repeat business.
- Collected and synthesised feedback through customer interviews to inform product & business decisions.
- Represented the company at industry events, actively networking and pitching to increase brand visibility and awareness.

Client Success Executive

TalentVine

06/2017 - 08/2017 Brisbane, Australia

- Joined TalentVine as the first full time employee post seed funding.
- Represented the company at industry events, actively networking and pitching to increase brand visibility and awareness.
- Managed relationships with existing clients to drive repeat business.
- Achieved revenue targets through proactive outbound sales initiatives.

SUMMARY

A people first and motivated product manager with experience across the full product management lifecycle from Strategy through delivery. Experience delivering successful products across Payments, Trading & Brokerage, Onboarding and Compliance in high growth environments.

TOOLS & SKILLS

Jira Mixpanel Figma Fullstory

ProductBoard SQL

Product Strategy GTM Planning

Product Life-Cycle Management

Market/ Competitor Analysis Data Analysis

Agile Stakeholder Management Scrum

User Engagement/ Interviewing

CERTIFICATIONS

Artificial Intelligence Micro-Certification (AIC)

Product School, 2024

Product Analytics Micro-Certification (AIC)

Product School, 2024

EDUCATION

Bachelor's degree, Finance and Accounting

QUT (Queensland University of Technology)

01/2014 - 01/2018

High School

Ipswich Grammar School

01/2010 - 01/2013

REFERENCES

Tommy Honan - Head of Product, Swyftx

tommy@swyftx.com.au

Deborah Stockings - Regional Head of Product, Tes

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Jane McNamara, ex- Group Product Manager, Swyftx

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