

OLIVER RANDELL

SENIOR PRODUCT MANAGER

CONTACT



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[LinkedIn Profile](#)

EXPERTISE

Product Management	9+ Yrs
SaaS & Product Strategy	6+ Yrs
Web and Mobile Apps	15+ Yrs
UX Design & Strategy	18+ Yrs

SKILLS

Core Competencies: Product Discovery, Strategic Roadmapping, Agile Delivery, Human-Centred Design, Workshop Facilitation, Solution Design, Stakeholder Alignment, End-to-End Product Delivery, Multi-stakeholder Facilitation, User Story Mapping

Product & Consulting Leadership: Cross-functional Team Management, Multi-client Portfolio Management, C-suite Engagement, Contract & SOW Negotiation, Managed Services Scoping, AI-Accelerated Development

Data & Insight Tools: Mixpanel, PostHog, Salesforce Marketing Cloud, Google Analytics, OpenAI, Intercom

Team & Workflow: Notion, Jira, Linear, Loom, Slack, ClickUp, Zapier

Technical Skills: Figma, React, Vue.js, Supabase, Contentful, Next.js, AWS, HTML/CSS/JS, Python

PROFILE

Strategic and human-centred Product Leader with 10+ years' experience turning customer insight into high-impact digital products. I combine engineering, UX and product strategy to lead multidisciplinary teams from discovery through delivery. Passionate about solving meaningful problems through technology, I work best in environments where collaboration, experimentation and customer outcomes drive decision-making.

WORK EXPERIENCE

Senior Producer (Digital Product Lead)

Inlight

Jun 2025 - Present

Inlight is an Australian digital product consultancy delivering end-to-end strategy, design and engineering for complex, multi-stakeholder products across health tech, aged care and enterprise.

- **End-to-End Product Delivery:** Led discovery through to launch across concurrent engagements, managing cross-functional teams of 4-8 (design, engineering, strategy) and client stakeholder groups of 20+ spanning clinical, technical and executive functions.
- **National Public Health Platform (Cancer Council Victoria):** Led delivery of Phase 1 and Phase 2 of Cancer Council Victoria's National Cessation Platform, coordinating 30+ stakeholders across clinical, digital, government and communications teams to deliver against a fixed Commonwealth deadline.
- **NDIS & Aged Care Marketplace Re-platform (MyCareSpace):** Led the end-to-end re-platforming of an NDIS marketplace operating in Australia's \$40B+ disability support sector market. Facilitated business discovery workshops, product strategy sessions and roadmap planning to align executive stakeholders around a new digital platform vision.
- **BMW Group Australia:** Managed delivery and account relationship for BMW's digital experiences platform, including a PGA golf partnership experience, contract negotiation and ongoing support and maintenance.
- **AI-Native Delivery:** Introduced AI-assisted product development practices across discovery, delivery and analysis using Claude, OpenAI, Zapier and PostHog, improving planning quality, reducing manual effort and accelerating delivery.
- **Strategy & Commercial Model:** Contributed to Inlight's strategic planning, helping shape the consultancy's AI capability, product strategy and transition towards value-based product delivery.

OLIVER RANDELL

SENIOR PRODUCT MANAGER

EDUCATION

Motorsports Engineering

Oxford Brookes University

2003-2007

Pursued a career as a race car engineer before switching asphalt for pixels.

INTERESTS

- Triathlons
- Guitar
- Hiking
- Cooking
- Reading
- Eating mangos

REFERENCES

References available upon request

WORK EXPERIENCE

Senior Product Manager

Sesimi

Feb 2020 - Apr 2025

Sesimi is a SaaS platform that empowers users to create branded content from templates, helping enterprise teams scale on-brand marketing material with ease.

- **Template-Based Editing Leadership:** Led the end-to-end redesign of Sesimi's editing interface and content creation workflows, improving usability and scalability across web and mobile surfaces for enterprise clients like Toyota, Volkswagen, and Quest Hotels.
- **Team & Agile Delivery:** Directed a cross-functional team of 12 engineers and designers across 5 core product areas, increasing sprint velocity by 30% and improving cross-team collaboration through clear planning and shared OKRs.
- **UX & Platform Rebuild:** Delivered a full platform rebuild, from authentication to template editing tools, enhancing performance and achieving ~15% YoY revenue growth through increased adoption.
- **Onboarding & User Empowerment:** Implemented AI-powered onboarding and guided product tours (Intercom, Miro), lifting engagement by 25% and reducing support queries by ~30%. Tailored onboarding flows to empower users with different experience levels.
- **Experimentation & Insights:** Used Mixpanel, Smartlook, GA and Intercom to drive data-informed product decisions. Shaped roadmap priorities through continuous discovery, behavioural insights and iterative validation.
- **Client Migration at Scale:** Orchestrated the successful migration of thousands of users and large datasets to the new platform with zero churn of high-value accounts, maintaining uptime and data integrity throughout.
- **AI & Operational Efficiency:** Integrated AI tools to streamline support workflows, cutting response times by 40% and significantly improving user experience.
- **Go-to-Market & Growth:** Presented to C-level stakeholders, secured 10+ annual enterprise license renewals, and drove global expansion with sales and customer success.

Founder / Product Lead

Candella

Aug 2024 - Present

Candella is a social enterprise I founded to bridge the gap between sustainable businesses and consumers, making conscious shopping more accessible and rewarding through technology.

- Defined the product vision, roadmap and MVP for a mobile platform connecting consumers with sustainable businesses.
- Conducted customer research and iterative validation to prioritise features and refine the user experience.
- Led UX design, branding and product development across Web, iOS and Android.
- Developed go-to-market strategy through partnerships, community engagement and content.
- Built the platform around behaviour change principles to encourage more sustainable purchasing decisions.