ANTHONY FRANCIS

PRODUCT MANAGER

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✉ **Email Me**

SUMMARY

Experienced and results-oriented Product Manager with over 7 years of delivering scalable, innovative, and customer-driven products across SaaS, B2B, and digital platforms. Expert in full product lifecycle management, defining product strategies, and collaborating with cross-functional teams using agile methodologies. Adept at driving data-driven decision-making, roadmap prioritisation, and delivering customer-centric solutions. Skilled in OKR and KPI tracking, stakeholder management, and ensuring on-time delivery of scalable products aligned with business goals.

EXPERIENCE

Product Manager | Global Messaging Jan 2023 – Jun 2024
Bandwidth Inc

Main achievements

• Spearheaded two cross-functional teams (18 engineers and designers) to launch a 1-way and 2-way SMS service, expanding country coverage to 120 countries.

Responsibilities

• Collaborated with engineering teams to design and enhance Bandwidth's voice and messaging APIs, ensuring seamless integration with global communications networks and customer applications.
• Conducted market research, user interviews, and competitive analysis to identify customer needs and market trends.
• Collaborated with stakeholders to gather requirements and ensure product alignment with customer and business objectives.
• Oversaw product launches, including go-to-market strategies, marketing collateral, and sales enablement materials.
• Successfully launched 2 major product releases on time, meeting all project milestones and exceeding customer expectations.
• Presented biweekly sprint reviews to an average of 70 stakeholders.

Product Manager | Bandwidth International Insights Jan 2022 – Jan 2023
Bandwidth Inc

Main achievements

• Delivered toll fraud monitoring and usage alerts for key clients ahead of time for customers of the likes of Microsoft, Zoom, Amazon and Webex, saving the business $200,000 of fraud claims a year.

Responsibilities

• Defined product roadmaps, prioritised features, and managed the product backlog using agile methodologies.
• Conducted market research, user interviews, and competitive analysis to identify customer needs and market trends from the likes of Amazon, Zoom, Microsoft and DocPlanner.
• Coached and Moved developer team of 5 from Kanban to Scrum.
• Coordinated with sales and marketing teams to create compelling product messaging and sales materials.
• Developed and executed product strategies aligned with business goals.
• Migrated and decommissioned features from companies legacy insights portal.

Founder / Product Manager Apr 2021 – Dec 2021
Poll App

Main achievements

• Successfully grew the platform to $11,760 ARR, demonstrating market validation, monetisation strategy, and user acquisition.

Responsibilities

• Conducted market research, collected customer requirements, and designed product pricing based on competitor analysis and customer feedback.
• Designed, developed, and launched a full-stack web application using Ruby on Rails, PostgreSQL, JavaScript, HTML, and CSS, integrating Stripe APIs for payments.
• Defined the product roadmap, prioritising features based on user feedback, business goals, and technical feasibility.
• Led UI/UX design, creating wireframes, prototypes, and user flows to enhance engagement.
• Implemented and analyzed key product metrics using Google Analytics, Mixpanel, and Kissmetrics to optimize retention and performance.
• Collaborated with engineers to refine technical implementation and ensure scalability with AWS services (EC2, S3).

Sales Account Executive Jan 2020 – May 2021
DynaRisk Ltd

Responsibilities

• Collaborated with stakeholders (sales, finance, marketing, developers, customer service) to define product requirements and prioritise feature improvements.

• Used Jira to track and report product issues, ensuring alignment between customer feedback and development priorities.

• Consulted with the product development team on feature enhancements based on direct customer insights and market demand.
• Pitched, demoed, and provided product insights to prospects and stakeholders, identifying usability improvements and adoption barriers.
• Conducted market research and competitive analysis, providing data to refine product positioning and go-to-market strategies.
• Engaged in daily cold calls in-person and via telephone and followed up with small business prospects monthly to verify pipeline sufficiency.
• Negotiated contracts and sales terms with new and existing clients.
• Distributed marketing materials to existing and prospective clients and presented materials to clients.

Business Development Representative Jan 2019 – Oct 2019
Docebo Ltd

Main achievements:
• Brought in 17 opportunities averaging $30-40,000 each deal.
Responsibilities:
• Expanded business through effective network development, identifying new and prospective clients.
• Used LinkedIn Sales Navigator, Outreach and Salesforce to handle current portfolio and prospective leads.
• Incorporated product changes into marketing messages to drive customer engagement and maximise profits.

Founder / Product Manager Feb 2014 – Jun 2018
EventNinja

Main achievements:
• Founded and scaled EventNinja, achieving $23,520 ARR with 40 paying customers, before successfully selling the business to Radario.ru.
• Led product strategy, feature development, and roadmap execution, resulting in increased adoption and revenue growth.
• Integrated Eventbrite's API, enabling seamless data analytics and event management features for customers.
• Drove data-driven decision-making, using Google Analytics, Mixpanel, and Kissmetrics to inform feature prioritisation and user engagement strategies.
Responsibilities:
• Defined and executed the product roadmap, aligning business objectives with customer needs.
• Conducted user research and interviews to identify pain points and iterate on features.
• Designed UX flows, wireframes, and prototypes, optimising usability based on customer insights.
• Collaborated with developers to translate business needs into technical specifications and oversee feature development.
• Managed product launch and go-to-market strategy, aligning with sales and marketing teams.
• Tracked key performance metrics (KPIs) to measure success and optimise retention.

Product Manager Feb 2013 – Feb 2014
NACUE

Main achievements:
• Led the development and launch of a social network platform with a company dashboard & analytics, successfully delivering the project within a 9-week government deadline and £6,000 budget.
• Scaled and expanded the platform to 50 further education institutions, meeting key business acquisition targets.
Responsibilities:
• Defined and executed the product roadmap, balancing business goals, user needs, and technical feasibility.
• Led a team of 3 developers and worked with a digital agency, ensuring efficient implementation of UX/UI and core features.
• Used Google Analytics and Mixpanel to track performance and prioritise features, improvements, and bug fixes.

EDUCATION

London South Bank University
Ba (Hons): Business & Administration (2:1),
2007 - 2011

LICENSES & CERTIFICATIONS

Product-Led Growth Fundamentals

Professional Scrum Master I

SKILLS

"Anthony has a passion and true talent for understanding how customers want to consume software…"
Lauren Brockman
Senior Director, Product Management at Bandwidth

"He consistently demonstrated the ability to identify issues, foster collaborative solutions, and meet commitments effectively."
Joel Duhan
Product Management at Bandwidth

"His exceptional skills in product strategy and cross-functional collaboration were key to the smooth rollout of several Bandwidth products, which in turn opened new revenue streams for the company."
Haroon Ahmed
Senior Program Manager at Bandwidth

OKRs and KPI Tracking • Agile Product Development • Roadmap Priorisation • Cross-functional Team Leadership • Customer Journey Mapping • Market Opportunity Analysis • Backlog & Task Management • Product Road Mapping • Stakeholder Management • Customer / User Interviews • RESTful APIs • Postman & Datadog