

ALEX HUNTER

Senior Product Manager · Mobile, Data & Platform · Contract, outside IR35
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PROFILE

Senior product leader with 13+ years shipping product end to end across regulated fintech and payments, mobile apps, and web and data platforms. Currently senior product manager on a prospect onboarding programme at a regulated cross-border payments firm. Known for turning ambiguous, heavily regulated problems into shipped products with measurable outcomes, and for carrying business strategy, engineering teams and senior stakeholders together to delivery. Available for senior product contracts, outside IR35, remote or hybrid.

SELECTED ACHIEVEMENTS

- 42% web-to-mobile conversion within 3 weeks, off the back of a native iOS and Android launch.
- £1.75m of funding secured for a Net Zero data initiative.
- ExCo-accepted KYC/KYB vendor recommendation, plus the business case to remove manual re-keying across mandatory onboarding fields.
- Launched a UK building society's first mobile app, ahead of internal targets.

CORE EXPERTISE

Product: Vision and strategy, roadmap ownership, GTM and lifecycle, data-informed decisions, platform and data strategy.

Domains: Regulated fintech and payments, KYC/KYB and digital onboarding, data governance and data contracts, mobile (iOS, Android, cross-platform), web and API/webhook platforms.

Delivery: Agile and lean delivery, cross-functional and offshore squads, stakeholder management to ExCo level, user-centred design and research.

EXPERIENCE

Senior Product Manager · Confidential Client Mar 2026 - Present

Regulated cross-border payments · via Reignites Ltd · Contract, outside IR35 · Remote, UK

Senior Data PM on the prospect onboarding programme, partnered with a junior PM. Owned KYC/KYB vendor discovery, KYC data automation, and alignment with the firm's Enterprise Data Governance (EDG) and Enterprise Data Platform (EDP) programmes. Worked alongside an offshore 8-engineer delivery squad across San Francisco, Sydney and the UK, with cross-functional reach into Compliance, Legal and KYC Ops.

- Ran a 10-week evaluation of 4 KYC/KYB platforms using a weighted scorecard, 10+ blocker analysis and a 20-assumption decision log; the recommended vendor scored 80/100 against the incumbent's 60/100, and the recommendation was accepted at ExCo.
- Built the business case to remove manual KYC re-keying: mapped 180+ data points across the firm's ECM system and identified 31 of 68 mandatory fields as auto-populatable upstream within the 4-hour SLA; secured 6 senior approvals across Compliance, KYC Ops and Customer Support.
- Aligned the onboarding programme with the firm's multi-million-per-year EDG and EDP initiatives (cloud data warehouse, transformation tooling, OpenMetadata), designing the parallel workstream for PII classification, lineage and stewardship and a 25-item risk register covering vendor cutover and dual data flows.
- Authored a position paper reframing vendor-generated data (IDV, KYB, onboarding) as governed Customer 360 attributes rather than disposable case artefacts, and built the first mapping of 150+ fields across four internal systems, surfacing significant vendor data held as raw JSON but never structured for reuse.
- Produced the first field-level specification for the 12-step, 150+ field UK onboarding portal, defining conditional branching, read-only logic and step gates.
- Co-developed 10 evidence-based compliance use cases (SAR and subpoena response, RFI capture, EDD triggers, decline reporting, complex ownership), informed by escalation data showing 44% onboarding versus 52% reaccreditation.

Founder & Product Consultant · Reignites Ltd 2024 - Present

Independent · Remote, UK

- Founded an independent product consultancy delivering senior product strategy, discovery and delivery for clients on a contract basis, outside IR35.
- Developing Record of Intent, a SaaS product helping UK freelancers document scope agreements and deliverable sign-offs.

Senior Product Owner · Web, Mobile & Platform · Jugo Digital Ltd Mar 2023 - Aug 2024

Full-time · Hybrid, Leeds

- Delivered native iOS and Android apps ahead of schedule via a phased rollout (closed beta, open beta, release candidate), reaching 42% web-to-mobile conversion within three weeks.
- Designed and shipped public and private APIs for client self-service data access, improving onboarding and integration speed; ran a Stripe payment-integration PoC to open subscription revenue.
- Led a PoC and rollout of NVIDIA Picasso and Maxine (noise cancellation, face tracking, gaze correction) for immersive virtual meetings.
- Introduced agile ways of working across UK and EMEA squads and mentored product owners across four locations, lifting delivery cadence across web, mobile and platform.

Senior Product Owner · Data · National Grid plc Jul 2022 - Mar 2023

Contract · Hybrid, Warwick & Leeds

- Secured £1.75m of funding for a Net Zero initiative by delivering predictive tooling and data-driven insight on SF6 leakage across the network.
- Led a data discovery squad modelling SF6 leakage from IoT, imagery and video data to enable predictive maintenance and cut emissions.
- Coordinated AR capabilities for on-site engineers using Meta Quest, digitising access to station infrastructure.

Senior Product Owner · Data · Sainsbury's plc Oct 2021 - Jul 2022

Contract · Remote, Leeds

- Migrated the data warehouse from on-premise Oracle to AWS/Snowflake, improving scalability and cutting manual processing time.
- Resolved audit findings on own-brand food data through consolidation and governance, enabling reliable reporting and a passed re-audit.
- Implemented metadata management, data catalogues and governance contracts, increasing data accessibility across the organisation.

Product Manager · Mobile Apps · Yorkshire Building Society Aug 2020 - Sep 2021

Full-time · Remote, Leeds

- Launched Yorkshire Building Society's first mobile app across iOS and Android, ahead of internal targets, opening a new member channel.
- Aligned cross-functional stakeholders to define scope and team accountabilities for a successful launch, improving digital engagement.

Product Owner · Mobile, Web & Platform · Pocketworks Mobile Ltd Jun 2018 - Jul 2020

Full-time · Onsite, Leeds

- Directed iOS, Android and web squads delivering transformative mobile apps for agency clients against aggressive timelines.

Product Owner · Web & Platform · ASDA / Walmart Jan 2013 - Jun 2018

Full-time · Onsite, Leeds

- Maintained the delivery of the "Fusions" Product Information Management platform for ASDA Direct and George.com, coordinating in-house and external squads across clothing and general merchandise.