Nathan Allsopp

Product Manager

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PROFESSIONAL SUMMARY

Product Manager with 10+ years of experience building and scaling B2B SaaS, AI, Fintech and eCommerce products. Experienced taking products from early discovery through to launch and growth, leading cross-functional teams and delivering measurable improvements in revenue, conversion and operational efficiency

PROFESSIONAL EXPERIENCE

Product Manager, Petbarn

Feb 2023 - Present | Sydney, Australia

Lead product and delivery across PetAI, eCommerce and digital platform initiatives for Petbarn and Greencross, supporting millions of customer visits each month.

- Led three cross-functional squads across AI, headless commerce, checkout and veterinary digital platforms.
- Took PetAI from concept and PoC through to national launch; users converted at twice the rate of non-users. Earned industry recognition for PetAI through Microsoft and finalist selection in the inaugural AFR AI Awards.
- Owned Petbarn’s multi-year headless commerce transformation, setting the roadmap and leading delivery of the company’s modern PWA platform.
- Led delivery of Petbarn's Universal Commerce Protocol (UCP) implementation, becoming a launch partner for Google's Instant Checkout program in APAC.
- Led the redevelopment of Petbarn’s primary online checkout journey, improving conversion and contributing a significant revenue uplift.
- Led experience design for the Petbarn mobile app from discovery through launch; the app later reached #1 in Australia’s iOS Shopping category (Sep '24) and achieved hundreds of thousands of downloads.

Product Manager, Valiant Finance

Oct 2021 - Feb 2023 | Sydney, Australia

Owned broker-facing fintech products used by internal teams and external referral partners to assess scenarios and progress SME finance applications.

- Led ScenarioIQ from discovery through launch, replacing a lengthy quoting process with an initial viability assessment completed in fewer than seven questions; all broker-channel quoting subsequently moved onto the platform.
- Delivered ComplianceIQ, significantly reducing the total time required to produce compliant consumer-loan documentation while helping reduce compliance errors.
- Led experience design for the external broker dashboard, replacing a legacy frontend with a faster and easier-to-use product for referral partners.
- Combined broker interviews, Mixpanel and LogRocket data to identify friction and shape roadmap priorities with engineering, operations and compliance stakeholders.

Product and UX Lead, FusionGrove

May 2016 - Oct 2021 | Sydney, Australia and London, UK

Owned product strategy, roadmap and experience for a global B2B SaaS sales-intelligence platform, working across enterprise customers, commercial teams and a distributed engineering organisation.

During my time, I Progressed from Associate Product Manager, to Product Manager, to Product and UX Lead.

- Helped take the platform from an initial concept to a fully commercialised B2B SaaS platform serving enterprise customers in 10+ countries including Cisco, Citrix, Insight and CDW
- Led and coached a team of analysts and designers, translating product priorities into requirements, workflows and designs supporting more than 20 engineering and QA staff.
- Delivered a self-service reporting product that reduced customer support overhead by 50% while giving customers faster access to their own performance data.

- Relocated to London to establish a local product presence, work directly with international customers and support the company's overseas expansion.

Senior eCommerce Product Marketing Specialist, Lenovo
Oct 2014 - May 2016 | Sydney, Australia

Supported the Product Marketing Manager to manage ANZ eCommerce promotions roadmap and product marketing activity for Lenovo's direct-to-consumer channel.

- Shaped roadmap and go-to-market priorities using market analysis, competitor intelligence and customer behaviour data, working across product, development, merchandising and digital marketing.
- Used Adobe Analytics to identify conversion barriers and improve key paths to purchase across Lenovo's eCommerce experience.
- Managed product competitiveness across pricing, promotions, inventory and online marketplace activity.

PROFESSIONAL SKILLS

Product Management
Roadmapping, Product Discovery, Prioritisation, Cross-functional Leadership, Stakeholder Management

Experience, Data and Technology
Journey Mapping, Prototyping, Figma, Product Analytics, Experimentation, API Integrations, Customer Research

eCommerce
Headless Commerce, CMS Integrations, PWA Delivery, Conversion Optimisation, Conversational AI Products, Magento,

REFERENCES

Available upon request