



PRODUCT MANAGEMENT | FINTECH

BAYLEY HARROD

SEE PORTFOLIO @ BAYLEYHARROD.COM

GET IN CONTACT

Mobile: 07469200708 bayleyhbusiness@hotmail.com

www.linkedin.com/in/bayley-harrod www.bayleyharrod.com

📍 London

PERSONAL PROFILE

A product leader with expertise in Fintech, AI & user experience. Delivered and developed 20+ digital products from ideation to market. Passionate about leveraging AI and data-driven insights to build products that customers will love.

EDUCATION HISTORY

UNIVERSITY – WARWICK BUSINESS SCHOOL

Bachelor of Science in Accounting & Finance – Upper Second Class (2.1) |

- Vice President of Warwick Entrepreneurs Society
- Modules include: Entrepreneurship and New Business, Derivatives and Risk management, Investment Management,
- A-Levels: Mathematics (A*), Business (A*), Economics (A)

SKILLS & EXPERTISE

- Product – Prototyping, customer interviews, PRDs, backlog management, user stories
- Agile – Certified PSM1 scrum master, agile, lean
- Project Management – Proficient with Jira, Trello
- Soft skills – Active listening, leadership, team building, stakeholder management, proactive, high-agency

TECHNOLOGY & TOOLS

- Software development – Python, Django HTML, CSS, Javascript, Github, OpenAI API
- Product analytics – Mixpanel, GA, SQL

WORK EXPERIENCE

SENIOR PRODUCT MANAGER – QUINN | JUN 2023 – CURRENT

(B2B AI financial planning SaaS)

- First product manager leading our pivot from a B2C social savings app to a B2B AI financial planning SaaS.
- Developed the Quinn advisor product from 0–1, currently generating \$20k ARR and growing month on month.
- Launched several product partnerships, including Nasdaq listed NerdWallet Inc.
- Co-designed AI tooling using OpenAI, giving Quinn access to tools that help the user with financial planning.
- Helped secure \$5m in VC capital to grow Quinn.

PRODUCT MANAGER (EXPERIENCE) – MONEYBOX | OCT 2022 – JUN 2023

(B2C wealth tech >1m customers)

- Working with our customers, support execs, developers & business stakeholders to develop a new 'Goals' proposition and content personalisation framework.
 - Successfully launched the 'Goals' beta to over 5000 customers, with an initial email CTR >60% (4x above average).
 - Introduced a feature to deliver bespoke content to customers within their first 7-days of signup, resulting in higher overall conversion to deposit.

PRODUCT MANAGER (PAYMENTS) – MONEYBOX | OCT 2021 – OCT 2022

- Developing and iterating Payment features to 1m+ customers. Including Open Banking Instant Payments (PISP), Roundups 90 Day SCA (AISP) & Bank account verification (AML).
 - Increased average one-off deposit size by 10%
 - 80% adoption of our new one-off payments features
 - Over £1Bn via instant bank transfer deposits since launch
 - 1500+ support team hours saved through automation & third-party integrations

FINTECH LEAD – THEODO | APR 2021 – OCT 2021

(Web and mobile development consultancy)

- Created a new division to grow our Consumer Fintech offering in the UK.
- Built partnerships with 2 consultancies to deliver products in payments, Banking as a Service and Revenue Budgeting, resulting in £165,000+ of revenue.

PRODUCT MANAGER / AGILE COACH – THEODO | AUG 2019 – APR 2021

- Oversaw 5+ product development squads simultaneously, leading and organising product conception workshops with stakeholders. Delivered 20+ successful products.
- £315,000+ of revenue directly generated from proposals and consultative selling across 6 clients.
- Product manager – Responsibilities include tracking success metrics, prioritising user stories, product backlog management, product requirements documentation and creating acceptance criteria for developers.

PERSONAL PROJECTS

USERSOUND | NOV 24 – CURRENT

- An AI user interviewer SaaS application that allows product managers and researchers to collect and consolidate qualitative customer feedback at scale.

SAVRDAY | JUN 23 – DEC 23

- A comparison site that aggregates and uses AI to structure financial product data so that it makes it easy to find the right product.