

I have over 10 years of diverse career experience during which I developed strong investigative, research, and analysis skills. My innate curiosity has been the driving force behind my professional growth. My global experience has equipped me with a distinctive perspective that I believe is a valuable asset in the investment sector. I am passionate about continuous learning and personal development; currently, I am pursuing the CFA Level 1 certification and have previously completed a course in Financial Modelling & Analysis. The development of my financial analysis skills, in conjunction with my diverse experience, provides me with a specialised skillset to effectively assess investment opportunities.

## Financial Analysis & Investment Research

Self Directed / Informal Internship

**Student & Analyst: (2024 – Present)** – Studying for the CFA Level 1 exam while gaining hands-on experience in equity valuations, financial modelling, and investment research under the mentorship of Charl Botha, CFA, an experienced investment management professional.

## Product Manager – CX Lead

Transnova: Supply Chain & Logistics Consultancy & Software

**CX Lead: (2023 – 2024)** – Designed and implemented end-to-end CX strategy for B2B SaaS product, Blupath, developing customer journey processes from pre-sales to billing to drive scalability. Worked with customer to identify processes and core areas to add value. Introduced internal tools and strategies to improve product and business scalability

## Product Manager

FlexClub: VC-backed tech start-up building a car subscription marketplace

**Product Manager (2022):** Focused on paying members' experience and reducing financial risk to the company. Increased collection rate by 16% between February and July 2022. Launched and managed a shared value rewards program; 30% adoption rate after 6 months.

**Associate Product Manager (2020–21):** Managed 6 developers and product development for the marketplace. Used hypotheses and experiments to enable a data-driven approach. Led industry and competitor analysis to identify competitive advantages and inform product strategy. Prepared investor presentations for successful pre-series A funding (\$5 million).

## Innovation & Insight Lead

Lacuna: Innovation Consultancy

**Innovation Lead (2019):** Led 4–6 person innovation teams delivering high-impact projects, including initiating Porsche's Digital Centre and 'My Porsche App'. Served global clients including VW, DSM, and Distell across Europe, Americas, and Asia-Pacific.

**Senior Insight Analyst (2018):** Generated innovation opportunities through consumer insights, trends, and competitive analysis following the Front-End Innovation process. Led client workshops for user research and strategy development, producing strategic reports on future scenarios and opportunity spaces.

## Account Manager & Strategist

Utopia: Advertising & Branding Agency

**Account Manager & Strategist (2014 – 2017):** Managed deliverables and contributed to brand and communication strategy for a range of clients spanning industries from FMCG to banking.

## Education & Additional Courses

### BSc (Hons), Business with Geography

Oxford Brookes University, 2009–2012 (2:1)

### ThePowerMBA

The Power Business School, 2021–2022

### Financial Modelling & Analysis

Get Smarter – UCT, 2023 (82%)

## Interests

Ultra Running, Writing, Behavioural Science, Reading, Building jameshamlyn.com

## Skills

Business analysis  
Market research  
Relationship building  
Critical thinking  
Financial modelling  
Problem solving  
Decision making  
Attention to detail  
Adaptability