

James Hamlyn

Over the 10 years of my professional experience, I've honed my skills in identifying user needs, formulating effective human-centered strategies, developing compelling value propositions, and distilling a large amount of information into actionable next steps.

I have an innate curiosity that fuels my strategic and creative thinking. In order to strengthen my commercial and investment expertise I recently completed an 18-month online MBA program and a Financial Modelling and Analysis course.

Contacts

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🌐 Cape Town, South Africa

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Skills

Defining and articulating the problem
Spotting patterns and trends
Discovering hidden user needs
Simplifying and summarising information
Financial modelling and analysis
Spotting flaws in processes and systems
Setting goals and measuring success
Analysing business models

Tools

Figma, Fullstory, Miro, Notion,
Google Optimise, Shortcut,
Looker, Hubspot, KYC, Clarity

Interests

Ultra Running, Habits, Behavioural
Science, Reading, jameshamlyn.com

Customer Experience Lead

Transnova: Supply Chain & Logistics Consultancy & Software

CX Lead: (2023 - Present) - Responsible for defining the CX strategy and building the operating model for a new B2B SaaS product for transporters; Blupath. For this I have been focussing on:

- Creating assets and implementing processes to facilitate: Pre-sales & Demo; Sign-up & Onboarding, Implementation & Training, Billing & Payment.
- Introducing new tools and new ways of working.
- Champion a customer focused culture.
- Developing a customer experiences that drives revenue and product growth.

Product Manager

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

Product Manager (2022): Focused on improving the experience of paying member and reducing financial risk to the company. Increased collection rate by 16% between Feb and July 2022. Launched and managed the rewards program; 30% adoption rate after 6 months.

Associate Product Manager / Product Owner / Product Designer (2021): Managed the product development process of the marketplace and sign up journey. Designed UX and UI of marketplace and onboarding journey.

Business Operations Coordinator (2020): Cross-functional support through data, automation, and reporting while prioritising and managing work of the development team.

Innovation & Insight Lead

Lacuna: Innovation Consultancy

Innovation & Insight Lead (2019): Led projects for international and local clients to identify new areas of opportunity based on consumer insights, trends, technology and business strategy. Conducted research in foreign markets for both local and international clients, including Porsche, VW, DSM and Distell.

Senior Insight Analyst (2018): Travelled internationally to conduct on the ground research, host trend immersions and facilitate workshops for a variety of international clients. Identified and reported on broader market trends and associated opportunities.

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 Honours in Business & Geography

Oxford Brookes University (UK), 2009-2012

ThePowerMBA

The Power Business School, 2021-2022

Financial Modelling & Analysis

Get Smarter - UCT, 2023 (82%)

Module: Institutional & Behavioural Economics

University of Cape Town, 2014

Product Management Fundamentals

Maven - Lenny Rachitsky, 2021

Post Grad Diploma: Marketing & Advertising

Red & Yellow School, Cape Town, 2013

Figma - Master UI Design and Prototyping

Udemy 2021