

I've had an unconventional 10+ year career path through advertising, innovation consulting, and digital product management. This diverse experience has allowed me to develop a unique skillset and broad perspective. It has also made me very adaptable. These skills, and my innate curiosity, make me a relentless researcher, adept analyser, and shrewd strategist. I think very long-term and plan far ahead. I am endlessly fascinated by the business world; what separates good from great, why people do what they do, and what is driving the future. I am life-long learner continually adding to, and improving, my skills. In an effort to say more about myself than this space allows I learnt to code and built a website: jameshamlyn.com.

Financial Analysis & 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 a CFA Charterholder. Additionally, I have produced trend reports and conducted product UX audits for freelance clients.

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 – 20): Led 4-6 person innovation teams delivering high-impact projects, including initiating Porsche's Digital Centre and 'My Porsche App'. Served global clients 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%)

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

Skills

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

Interests

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