

THOMAS DAWE

Technical Product Leader | Founder

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An entrepreneurial Product Leader who excels at discovering hidden business inefficiencies and aligning cross-functional teams on a unified vision. I merge product strategy with hands-on technical execution to build the bespoke tools that translate the needs of all stakeholders - from C-suite to DevOps - into measurable ROI.

PROJECTS

Autonomous Translation Agent (Python)

An automation agent built to capture and translate jobs, creating a near-passive revenue stream.

- **Discovery:** Identified that the client was losing high-value jobs to faster competitors due to manual monitoring and wasting significant manpower on a laborious copy-paste LLM workflow.
- **Solution:** Built a Python agent to automate the entire workflow by monitoring job feeds 24/7 to instantly accept work, integrating an LLM pipeline to deliver proofread-ready translations, and logging all jobs to a database for performance insights.
- **Impact:** Resulted in a **4.5x increase in average monthly revenue** and converted a high-friction manual process into a nearly passive income stream.

SMB Insights & Automation Hub (Encore.TS)

A full-stack product built to automate the marketing data workflow and deliver strategic insights.

- **Discovery:** Identified that a high-performing marketing team was losing 10+ hours weekly to manual reporting, was hampered by bloated, expensive tools, and struggled to communicate complex metrics to non-technical stakeholders.
- **Solution:** Built a bespoke hub with a modular API to replace bloated tools, end-to-end automation for the reporting workflow, and an AI assistant to "translate" complex data into plain-English summaries for stakeholder sharing. The final product was designed to replace manual reporting and provide the focused, actionable insights of a Tableau dashboard, but tailored for their specific workflow.
- **Impact:** Freed up **10+ expert hours weekly** for strategic, growth-focused activities and improved cross-departmental alignment through clearer, automated reporting.

PROFESSIONAL EXPERIENCE

FOUNDER & PRODUCT LEAD | Bridge & Signal / Mint Digital | 2023 - Present

- **Define the product vision and lead the founding team**, aligning partners in operations and engineering to translate client needs into a clear technical roadmap.
- Spearhead our client-facing 'Discovery Sprint' service, mapping client workflows to identify and validate high-impact opportunities. Ensure projects are delivered

Certn (formerly Credence Ltd) | 2020 - 2023

- **Digital Growth & Acquisition Manager (2022 – 2023):** Served as the key liaison between **C-suite leadership and globally distributed cross-functional teams** (Sales, Marketing, Product, Design, DevOps). Led the UK side of a Go-to-Market strategy that aligned departments with different time zones, cultures and business needs, **producing an 11x ROI**.
- **Marketing Manager (2021 – 2022):** Orchestrated efforts across design, sales, and operations to own the website as a product, driving an **88% increase in conversions**.
- **Marketing Executive (2020 – 2021):** Planned and implemented a content and SEO strategy that improved key **user engagement metrics by 50%**.

Co-Founder & Managing Director | Word Workshop 株式会社 | 2018 – 2020

- Co-founded and scaled a B2B services company in Japan, leading the technical and product strategy while my partner handled business operations. My role required a deep understanding of Japanese business practices and cultural nuances to effectively serve clients like Mitsubishi Electric.

SKILLS

Product & Agile: Stakeholder Management, Cross-Functional Leadership, Opportunity Discovery, User Research, Product Roadmapping, GTM Strategy, Agile Methodologies (Scrum, Kanban), Jira, CSPO

Technical: Python, TypeScript (Encore.TS), React, SQL (PostgreSQL), LLM API Integration, Git & GitHub

Data & Analytics: Tableau, Google Analytics, A/B Testing, ROI Analysis

EDUCATION

Saïd Business School, University of Oxford, Disruptive Strategy Programme (2023 – 2024)

Cardiff University, English Literature and Music, BA (Hons) 2:1 (2012 – 2015)

Government of Japan, Japanese Language Proficiency Test, N1 (2018)