**Natasha Homer-Earley**

* VP of Product / Head of Product - 13 yrs experience

**2022 VP of Product** Series A SaaS PropTech

**2022 PetsScoore.com Exit Consulting for** UK's #1 Residential PropTech

**2021 PetsScore.com Founder** SaaS PropTech

**2020 Senior Product Lead** Omni-Channel iGaming Platform

**2019 Chief Product Officer** Web 3.0Social Commerce dApp & Blockchain

**2018 Product Freelancer** Numerous Web 3.0 Startups

**2017 Head of Platforms** #1 EdTech ePublisher

**2016 Product Advisor** #1 HealthTech Unicorn

**2016 Tech Incubator Participant** Jaguar Land Rover Accelerator

**2015 Product Advisor** Europe's #1 Fintech Accelerator

**2014/16 Founder** Chinese Fintech

**2013 CCO** iGaming Group

**2010ON-SITE Head of Product** Virgin Mobile

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# PORTFOLIO URL: <https://nhomerearley.wixsite.com/myportfolio>

# PASSWORD : helloworld

*"In what must have been the fastest build and exit I have ever seen,*

*Natasha designed, built, launched & sold her startup within six months.*

*I'm intrigued to see what Natasha delivers next. I'm certain it will be astounding."*

***Jof Walters, CEO Millionlabs. July 2022***

**VP of Product**

[Valvespace.com](https://www.valvespace.com/) 2022

Series A, SaaS PropTech platform powering the 'Flex Workspace' industry with clients: WeWork, CBRE, Industrious, Savills etc.

**1/ Re-building the Agile Process**

Increased product development output by 87% within 3 sprints

**2/ Aligning Business to Product**

Delivered 2 major commercial features = Q4 sales target met & 3X growth sustained for Series B funding.

**3/ Creating the Product Team**

Re-structured team framework to mirror business silos & scaled team by 200%.

**4/ Implementing Product Tools**

Rolled out ProductBoard & integrated Slack to empower everyone in the company to raise product tickets (Ideas, Customer feedback, Bugs) from slack straight into Product tool backlog.

**5/ Building the Roadmap**

Priority weighted backlog with sales teams, ran discovery workshops with CEO, created high level 2023 roadmap in ProductBoard, split out by key business drivers & North Star Metrics.

**6/ Setting Product Metrics**

Delivered full audit of Amplitude & identified new North Stars per product silo.

**7/ Putting in UX function**

Restructured Figma to a library index, delivered UI audit & mapped the entire front-end. Identified broken journeys & UX roadmap to fix issues.

**Startup Exit Consultant**

[The Lettings Hub Group](https://lettingshub.co.uk/) 2022

Retained to advise on tech migration after selling PetsScore.com to them in December 2021.

**Founder**

[PetsScore.com](https://petsscore.com/) 2021

World's 1st automated Pet Referencing platform for Tenants with Pets & Residential Lettings Agents, Landlords, Airbnb Hosts.

**Results:**

A no-code 'social impact' Startup that successfully lobbied the UK government to change the law on pets in rentals.

Voted 2021 one of top 39 PropTech's in the UK alongside Waggle & Howsy.

Voted 2021 one of the top 33 PetTech's in the UK alongside Bark & Butternut Box.

* **Product Research** Identifying theProblem,Market,Competitors, etc.
* **Business Case** Financial models, Revenue Forecasting (breakeven, ROI,ebitda)
* **Product Discovery** Wireframing, Prototyping & running User Interviews with Letting Agents
* **MVP Scoping** Defining & creating tickets. Designing User Interface.
* **Product Development** Managing build with developers
* **Product Innovation** Designing risk scoring engine
* **Dev Setup** Pre-Prod & Prod Environments + pre-populating databases
* **Integrations** Stripe, Sendgrid etc
* **Analytics setup** Google & Mixpanel
* **Smoke testing** 140 bugs identified, re-tested & fixed
* **Product marketing** Explainer videos, social posts, pre-launch user onboarding

**Senior Product Lead 2020**

**Omni-Channel Licensed Lottery Platform Provider for National Lotteries worldwide**

Managing a remote team ( 5 x engineers, 2 x BA, 3 x QA, 1 x Scrum Master,1 x Designer, 1 x Architect)

**1/ Delivery Manager hat**

* New architecture schematics & system flow diagrams
* Dev vendor renegotiation ( Sprint overspend capped at 5%).
* Setting & tracking Sprint Budgets
* Balanced dev deficit in 3 sprints
* New Sprint Admin Process
* Rebuilding ticketing system
* Man hour estimates of full backlog

**2/ Product Management hat**

* New process for managing & progressing tickets during Sprints
* Cut & rebuild of roadmap
* Grooming backlog
* Defining Sprint scopes
* Attending stand ups & retros
* Sprint Reviews & Signoff
* Delivery of Major python upgrade
* Delivery of integration to new PSP's

**3/ Product Strategy hat**

* Audit & review of existing mobile app
* Audit & review of platform pivot from single tenant to multi-tenant framework
* Review & recommendations for a CMS solution

**4/ Product Development hat**

* Review, assessment & redesign of a omni-channel lottery front-end & new middleware
* Review of existing user journeys & 120 new user flows designed
* Review of User Interface & redesign of 256 Desktop + 121 Mobile Wireframes
* 45 requirement tickets created
* Review & signoff of 78 Software Requirement Specification documents
* Defining 30 new product KPIs & OKR's

**Chief Product Officer**

RUON 2019

* Product development of Web 3.0 Social Commerce dApp with
* Integrated Amazon affiliate & drop shipping,
* Built on it's own blockchain ( hybrid of the EOS)
* With world's 1st geo-executing Smart Contract
* Running over world’s 1st Blockchain powered satellite network in partnership with Elon Musk’s SpaceX.

**Product Consultant**

Freelance 2018

Example : Scoping a Web 3.0 movie financing, production & reputational productivity platform for Hollywood financiers.

**Head of Platforms**

[Informa Group (EdTech ePublishing division)](https://www.informa.com/divisions/taylor-and-francis/) 2017

* Hiring & managing a team of 12 Product Managers
* 18 Commerce Marketplaces (eBooks,eJournals,eResearch,Books)
* Managing 5 platform vendors, each with its own release schedule & budget
* 5 x roadmaps, 5 x backlogs
* Part of a large $10m migration project off 3rd party vendor platforms to a new in-house AWS solution

**Product Consultant**

[Babylonhealth](https://www.babylonhealth.com/en-gb) 2016

Brought in by the CTO to align to troubleshoot the existing roadmap and rebuild it for Series A funding.

**Tech Incubator Participant**

[Inmotion Ventures](https://www.inmotionventures.com/) 2016

Shortlisted by Jaguar Landrover Accelerator to design a Car Concierge App for the Chinese market utilizing Jaguar Landrover fleet

**Product Consultant**

[Level 39 (Entiq)](https://www.level39.co/) 2015

Scoping the 1st Web 3.0 trading platform for commercial paper for Europe's #1 Clearing House.

**Founder**

Gujiwo 2014 - 2016

Founding a Fintech financial assets marketplace (partially built inside WeChat) for the Chinese market.

**Chief Commercial Officer**

[Guts (Gaming Innovation Group)](https://www.gig.com/) 2013

Brought in by the Founder to evaluate the existing underperforming mobile Casino product and deliver a Product Strategy to increase revenues in line with the Industry. Result: 9% ($11m) to 35% ( $39m) mobile revenue increase within 11 months.

* **Tools Experience**

Aha, Productboard, Prodpad,Asana, Monday, Jira, Kanban, Trello, Slack, Redmine, Figma, Marvel, Sketch,Pastel,Maze

* **Plugins Experience**

SendGrid, Stripe,Mixpanel,Typeform,Zendesk,Pipedrive,OneSignal, Charts.js, Apex Charts,Amplitude

* **Stacks & Languages Experience**

Python, C++. Java, JSON, Kubernetes, HTML, XML, AWS, Cucumber, Jenkins, Elastic, Mongo, MySQL,Node JS, Solidity, Android, IOS,Bubble No-Code, SAP,Oracle,

* **Methodologies Experience**

Agile, Scrum, Feature Driven Development, Extreme Programming (XP), Waterfall, MoSCoW,Pillars of

Product, Weighted Impact Scoring, Customer Journey Map, Time Driven Delivery, Continuous Delivery,

**Commercial** Startup **Roles**

**CEO** / Tokenbackers / 2018 (perm)

**Startup Investment advisor/** Cryptovest.com + Krypton Capital VC / 2018 (contract)

**CEO** <https://komodoplatform.com/en>/ / 2017 (contract)

**Startup Advisor** <https://osper.com/> 2015

**Head of Local App Ecosystem** / Nokia Group / 2011-2012 (perm)

**Education :** 2.1 BA Hons Degree,London University of Arts

**Location** : Essex / UK

**Nationality :** British

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