LAWRENCE WEETMAN

Senior Product Manager

Email. *Redacted from website CV*

Phone. *Redacted from website CV*

Area. Cambridgeshire, UK

LinkedIn. linkedin.com/in/lawrenceweetman

NOTE: This is a generalised copy of my CV taken from lawrenceweetman.com. A tailored CV will be provided with applications for specific roles.

I am a technical product leader with 13+ years of experience building scalable platforms and API-driven B2B SaaS products. I thrive in mission-driven, complex environments, having delivered solutions in domains such as regulated FinTech (KYC/KYB), AI/ML, and international supply chain logistics.

My focus is on becoming a Strategic Platform Builder, mastering how technical infrastructure can become a commercial enabler for an entire business. I consistently use a software engineer's insight to anticipate technical trade-offs, drive clear prioritisation, and foster the high-trust engineering culture required to scale effectively.

MOODY'S (formerly Passfort)

Company size: 14,000

Assistant Director of Product Management

November 2021 – July 2025

Key achievements:

Transformed manual integration bottleneck into a self-serve platform by leading the end-to-end launch of the Passfort Partner Programme. Cut partner integration time by over 3x (from 3+ months to 4 weeks), positioning the platform as the key delivery channel for five new Moody's data products and directly enabling a "land and expand" growth strategy.

Drove the delivery of a business-critical beneficial ownership feature for the high-value KYB market. Translated complex AML compliance data into an intuitive UI with ownership visualisations, leading to rapid adoption across a client portfolio worth tens of millions of dollars.

Championed a cultural shift from rigid quarterly planning to Now/Next/Later roadmaps to end a cycle of broken client promises. This improved client trust and provided the strategic flexibility to pause feature work and invest two quarters in a vital core technology rebuild.

Redesigned employee onboarding training in the first month. The structured, ten-step guide created became a durable asset used by over 250 people (sales, engineering, new hires) and saved an estimated 2,500 hours of senior team time over three years.

Introduced Spotify-style squad health checks to diagnose systemic organisational friction. The collected data was used to advocate for a strategic investment in a new Development Experience (DevX) team, which led to measurable improvements in "ease of release" across the division.

SECONDMIND (formerly Prowler.io)

Company size: 55-110

Senior Product Manager

February 2020 – November 2021

Key achievements:

Eliminated a critical R&D bottleneck that throttled 20 ML researchers to just one or two experiments per day. Led the creation of a cloud-based experimentation platform that enabled parallel execution, auto-recovery from failures, and cost controls. This unlocked a more than 10x increase in potential research throughput, reclaiming approximately 20% of the research team's capacity from manual scheduling and low-value admin tasks.

Authored the company's first Open Sourcing policy, resolving internal conflict and perceived risk by establishing the principle of open-sourcing "toolboxes, not jewels". This policy unblocked the release of four major projects - now collectively cited in 800 academic papers - and became a critical tool for top-tier talent acquisition.

Guided product delivery teams and organisation through a strategic pivot and post-pandemic restructure, quickly triaging the backlog and reframing the mission to the automotive sector. This ensured the company's survival and directly contributed to securing a key partnership with Mazda.

OCADO TECHNOLOGY

Product Manager   May 2019 - February 2020

Key achievements:

Led the mission-critical API integration between the Ocado Smart Platform and its new robotic warehouses. Devised a creative MVP strategy, linking a real robotic grid to the internal staff shop, which provided end-to-end validation with extremely low client risk.

Presented the MVP strategy developed on this project at Agile Cambridge 2019, sharing insights on de-risking large-scale platform builds where "only the finished thing will do".

Simplified complex supply chain logic by creating "item personas" (e.g., "sushi" for short shelf-life, "bananas" for brand-swappable items), creating a shared language that enabled technical and business stakeholders to more effectively reason about and collaborate on solutions.

Mentored Ocado's first-ever graduate Product Manager, providing coaching on discovery, delivery, and stakeholder management that helped establish a successful model for future product talent development.

Product Owner   November 2017 - May 2019

Key achievements:

Transformed a chaotic, overwhelmed development team by implementing Kanban principles and a value-based prioritisation framework. Validated a collaborative leadership style by receiving a "Peer Award" from the engineering team within six months.

Prioritised organisational success over team silos by proactively shifting the team's mission to assist with a critical feature owned by another team. This intervention accelerated the company's first international client launch by over two months.

Acted as an internal evangelist for Agile and Lean practices, delivering multi-day Kanban training to over 100 employees and advocating for the use of frameworks like Cost of Delay in division-wide prioritisation.

Software Engineer   September 2012 - November 2017

Contributed to a wide range of complex, large-scale systems, including sophisticated Warehouse Management Software for automated fulfilment centres, Ocado's first dedicated CRM system, and on-road Delivery Systems for drivers. Gained a deep technical foundation in Java, DevOps, and modern engineering practices like TDD, pair programming, and the start of Ocado's transition to an internationalised cloud-based platform.

This hands-on engineering experience was the catalyst for moving into product. The experience of seeing significant effort invested in features that didn't solve the underlying user need created a strong desire to get closer to the "why". This became a core conviction: that the highest point of leverage is in defining the problem, not just engineering the solution - a principle that has guided a subsequent career in product management.

IMPERIAL COLLEGE LONDON

MEng Computing (Software Engineering)   October 2008 - July 2012

Graduated with Upper Second Class Honours.

SELECTED SPEAKING ENGAGEMENTS

Agile Cambridge How I took inspiration from Pixar to build my product's story via the MVP   October 2019

Agile in the City (London) How I took inspiration from Pixar to build my product's story via the MVP   April 2019

Agile Manchester *Member of Programme Review Panel*   May 2018

Agile Northants Limiting WIP in the kitchen sink (lightning talk edition)   November 2017

Agile Cambridge Limiting WIP in the kitchen sink   September 2017

Expert Talks Cardiff The doctor will see you now: problems, not solutions (lightning talk)   September 2017

Swanseacon Limiting WIP in the kitchen sink   September 2017