

ANDREW LOCKE

📍 Cape Town ✉️ andrew@abrulo.com 📞 (+27) 82 417 0392 🌐 <https://www.linkedin.com/in/andrew-b-locke/>

SUMMARY

Senior Product Manager with a comprehensive track record in delivering innovative software solutions and products, while collaborating with stakeholders spanning four continents. Harnessing extensive emerging market experience, demonstrating expertise across multiple industries, including Fintech (banking, insurance, loyalty, digital payments), retail (ecommerce) and the people sector (Wellness Coaching and Recruitment). Dedicated to maximizing customer value through continuous testing and user retention strategies, and by aligning product features with business objectives. Proficient in agile operations and ensuring value propositions resonate with target audiences. An alumnus of the University of Stellenbosch Business School with an MBA emphasising Leadership and Strategy, I possess a unique blend of entrepreneurship, strategic thinking, and technical acumen. As a founder and key contributor in diverse ventures, I pride myself on my ability to tackle challenges, expedite processes, and make a significant global impact. My aspiration lies in driving innovation in solving problems in existing products, startup and early growth stage ventures, leveraging my passion for entrepreneurship, problem-solving, ideation, and solution-building.

EXPERIENCE

Senior Product Manager

Sand Technologies

March 2023 - Present, Global Remote

- Led a team to build a SaaS platform that would contribute to our Sand vision to place 2 million young professionals into jobs by 2030. With a strong emphasis on utilising AI-driven technologies and data-driven approaches, I've enabled seamless connections between talent and opportunity, ensuring both individuals and businesses find alignments tailored to their specific needs and ethos.
- Led the inception of our white-labelled SaaS solution, designed to provide recruitment agencies with state-of-the-art tools for staff augmentation, integrating digital channels such as WhatsApp and focusing on creating features that enhance customer value.
- Advocated for leveraging Sand Tech's growing African talent database, emphasising time zone support to Europe, candidate diversity, and competitive rates.
- Regularly aligned the product roadmap to business objectives, and conducted rigorous testing to optimise output metrics that would drive key business KPI's such as user retention and engagement.

Co-Founder

Sabrulo

April 2021 - Present, Global Remote

- Founder working with startups and early growth-stage ventures, utilising a dual-track product-led approach to address challenges and ensure tangible results with an 18% year-on-year growth.
- Providing product management services and strategic guidance to companies such as The Room and Sand Technologies.
- Regularly employ agile methodologies in product development and operations, ensuring swift adaptation to changing market demands.

Senior Product Manager

The Room

May 2021 - February 2023, Global Remote

- Led a product team, reporting to the CPO, focusing on our community platform to drive engagement and supply of talent to meet our vision to place 2 million young professionals into jobs by 2030.
- Led and managed a product team including designers and 2-8 developers through end-to-end dual-track product delivery and product discovery.
- Achieved over 110% growth of the talent platform in 2022, and maintained an outstanding 90% of events NPS.
- Demonstrate the ability to generate strategic tradeoffs in order to effectively solve problems and drive impactful outcomes, by validating key business metrics through data-driven decision-making.
- Implemented rapid prototyping experiments using CMS (WordPress) and agile methodologies, resulting in significant time and budget savings.
- Oversee the roadmap to maximise discovery and delivery of the right features through prioritisation with stakeholders, ensuring the features developed added the most value to our customers and aligned with our larger business objectives.

Product Manager

Integrative Enneagram Solutions

February 2020 - April 2021, ZA, Cape Town

- Technical Product Manager role reporting to the CEO and founder.
- Led the development and deployment of a global B2C/B2B SaaS product across over 20 countries, harnessing the Enneagram for transformative psychology, coaching, and organizational development.
- Oversaw cross-functional teams across business, design, ops, and engineering, ensuring cohesive product development and implementation using tools such as confluence, and Jira through an agile development process.
- Prioritized product backlog features based on their potential value proposition to customers, ensuring user-centric development at all stages.

Product Lead

4C Group

July 2018 - July 2019, ZA, Cape Town

- The senior management role managing a business division that provided services for the rapid adoption of mobile money services(M-Pesa) across Africa.
- Managed a division, overseeing a team of 10, delivering our products and services to customers in 7 countries.
- Provided strategic direction and planning to ensure quality, capacity and capability continuously demonstrated to our clients in our products, projects, SLA's and KPIs, resulting in a 23% increase in revenue through SLA contracts.

Solutions Manager

Yoyo

January 2016 - June 2018, Cape Town

- The role focused on solutions management (program, product, project management) across the SDLC, providing solutions that would integrate with a point-of-sale integrated, open and interoperable, mobile transaction platform, linking mobile applications to mobile loyalty, rewards, vouchers and coupons.
- Led project teams responsible for the delivery of products, incorporating agile methodologies and rigorous testing for products like Mobile apps, USSD solutions, Mobile @ POS, PAN BIN, coupons, loyalty, wallets and gift cards.
- Spearheaded the development and rollout of 3 loyalty programs, leveraging the platform's integrated and interoperable capabilities.

Software Development Project Manager

Tangent Solutions

October 2011 - December 2015, ZA, Johannesburg

- Working as a software development project manager reporting to the Chief Operating Officer. The role focused on project, product and business management, providing solutions across the varying paradigms of enterprise mobility, business digitalisation and Microsoft platform solutions.
- Managed business development initiatives across a diverse industries (insurance, pharmaceutical, retail, telco) for companies such as Vodafone and Pfizer.
- Responsible for conducting complex needs requirements analysis, developing project scope & specifications and managing projects for on-site teams at clients such as Vodafone.

Project & Procurement Manager

Advantage Project Managers & Quantity Surveyors

February 2006 - September 2011, ZA, Cape Town

- Oversaw global procurement, optimising supply chain workflows, reducing lead times by up to 12 weeks and increasing order volume by 15% for projects valued between \$1M and \$20M.

EDUCATION

Masters In Business Administration

Minor in Leadership and Consulting • University of Stellenbosch Business School • Stellenbosch • 2014

Bachelor of commerce (Hons)

Minor in Business Management • University of South Africa • Cape Town • 2010

Bachelor of Commerce (Law)

Minor in Management and Law • Rhodes University • Grahamstown • 2005

CERTIFICATIONS

APMG AgilePM

APMG International • 2017

PRINCE2® (2009) Foundation & Practitioner

APMG International • 2016

ITIL® (2011) Foundation

APMG International • 2016

SKILLS

Product strategy, Business strategy, Product development, Account management, Customer service, Digital marketing, Business development, Product design, Data analysis, Marketing strategy, Product roadmap, Business-to-Business (B2B), Business-to-Consumer (B2C), User experience (UX), SQL, Business intelligence (BI), Analytics, Social media, Software as a Service (SaaS), Budgeting, Negotiation, Leadership, Initiative, Flexibility, Adaptability, Empathy, Communication, Teamwork, Problem-solving, Time management, Agile methodologies, Product roadmap development, Digital channels integration (including Whatsapp), Value proposition design, Feature prioritization, User testing, retention strategy