

# ASH DUNBABIN

## PRODUCT MANAGER / OWNER

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## PROFILE

As an experienced Product Manager / Owner, I consider myself a passionate builder who thrives on uncovering and defining problems through data-driven and customer-centric approaches. Collaborating with engineers, designers, and other professionals, I transform these problems into innovative solutions. With a strong Agile background, I have a proven track record of assembling and nurturing exceptional development teams. Additionally, my diverse career background has honed my ability to effectively communicate and engage with stakeholders and individuals from various backgrounds.

## EMPLOYMENT HISTORY

### Product Owner

#### National Heavy Vehicle Regulator (NHVR)

*Sep 2023 — Present | Brisbane, Queensland (Hybrid)*

Leading product development for Australia's national heavy vehicle regulatory system. Managing critical systems that ensure road safety and efficient heavy vehicle operations across the nation. Working in a hybrid environment, collaborating with cross-functional teams to deliver customer-centric solutions and driving digital transformation initiatives for heavy vehicle regulation.

#### Key Focus Areas:

- Driving digital transformation initiatives for heavy vehicle regulation
- Collaborating with cross-functional teams to deliver customer-centric solutions
- Enhancing regulatory systems to improve safety and compliance outcomes
- Working with stakeholders across government and industry sectors

### Senior Product Owner

#### Tiny Technologies Inc

*Aug 2022 — Sep 2023 | Remote*

Tiny Technologies is the driving force behind the highly acclaimed WYSIWYG Editor, TinyMCE, which has gained worldwide popularity. As a key member of the Tiny team, my primary responsibility was managing the development and evolution of the TinyMCE Editor platform. Additionally, I played a pivotal role in enhancing product discovery processes and refining the Agile practices within our development teams, specifically focusing on Scrum and Kanban methodologies.

#### Key Achievements:

- Cultivated a culture of safety within my Scrum team, fostering an environment of Agility and trust. This initiative resulted in a decrease in turnover and significantly elevated the effectiveness of the Scrum team.
- Enhanced Agile practices organisation-wide through comprehensive coaching and training initiatives.
- Spearheaded an initiative to enhance the organisation's data analytics infrastructure, delivering substantial improvements in data-driven decision-making.
- Led a thorough vendor assessment and successful negotiation to acquire a cutting-edge Customer Data Platform, bolstering our capabilities in managing customer data.

### Product Manager

#### RSL Queensland

*Feb 2022 — Aug 2022 | Fortitude Valley, Brisbane*

RSL Queensland is dedicated to providing essential services to current serving and military Veterans, ensuring that those who have served Australia are supported and not left behind. During my tenure at RSLQ as the Product Manager for the Veteran Portfolio, my role was driven by purpose. I took care of the front-end and back-end systems utilised by Veterans and RSL Sub Branches to access services.

#### **Key Achievements:**

- Provided coaching and mentorship to junior and senior Product Managers, empowering them with valuable insights into product management.
- Coached and mentored Scrum teams in transitioning from a waterfall approach to adopting an Agile mindset.
- Played a pivotal role in improving accessibility to RSLQ systems for RSL Sub Branches.
- Led the discovery and shaping of the CRM and other customer systems to support new Veteran Wellbeing Centres in QLD and NT.
- Led the initiative to white-label the Veteran CRM system for RSL Western Australia.

#### **Product Manager**

##### **Australian Institute for Motor Sport Safety (Motorsport Australia)**

*Mar 2020 — Feb 2022 | Brisbane*

AIMSS is the peak body for motorsport safety in Australia. My primary role at AIMSS was to build and deliver a platform called Crashtag. Crashtag is an accident and injury reporting platform with the express goal to 'improve motorsport incident reporting from grass-roots to the highest levels of motorsport', including Formula One. I rank this role as a highlight of my professional career to this point.

#### **Key Achievements:**

- Delivered Crashtag MVP \$50,000 under budget during COVID-19 pandemic.
- Successfully rolled out to five countries' Play & App Stores.
- Managed complex regulatory requirements for medical data storage and GDPR compliance.
- Built strong relationships with Board Members, FIA, and Formula One personnel.
- Keynote speaker at international Motorsport Safety Summit.

#### **Product Manager / Owner / Business Analyst**

##### **Jumbo Interactive**

*Aug 2015 — Mar 2020 | Toowong, Brisbane*

Jumbo Interactive is a licensed online lottery ticket reseller for Australia's official lottery. Progressed from Product Coordinator to Product Manager, managing Agile teams working on Jumbo's custom-built Marketing Platform. This role shaped my fundamental understanding of cross-functional product teams and their power.

#### **Key Responsibilities:**

- Managed two teams (16 people) ensuring quality outcomes and staff performance.
- Discovered, shaped, and prioritized new features in problem and opportunity space.
- Executed Agile Scrum ceremonies and ensured development satisfied business goals.

#### **Front-End Web Developer**

##### **Best Practice Australia**

*Jan 2015 — Jul 2015 | Milton, Brisbane*

#### **Intelligence Analyst**

##### **Australian Army**

*Apr 2008 — Apr 2013 | Various Locations*

## **EDUCATION**

#### **Master of Information Technology (Software Architecture)**

##### **Queensland University of Technology**

*Jan 2014 — Apr 2015 | Brisbane*

#### **Bachelor of Arts: Security, Terrorism & Counter-Terrorism**

## **Murdoch University**

Jun 2009 — Jun 2013

## **PROFESSIONAL CERTIFICATIONS**

- Professional Scrum Product Owner (PSPO) — 2023
- Agile Certified Scrum Master — 2016
- Prince2 Project Management Foundation Qualification — 2014