ASH DUNBABIN

PRODUCT MANAGER

DETAILS

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PROFILE

As an experienced Product Manager, 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

Senior Product Owner, Tiny Technologies Inc
Remote

Aug 2022 — Present

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 is managing the development and evolution of the TinyMCE Editor platform. Additionally, I play 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.
- Oversaw the implementation of a Customer Data Platform within the organisation, streamlining data management and enabling more personalised customer experiences.

Product Manager, RSL Queensland
Fortitude Valley - Brisbane

Feb 2022 — Aug 2022

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. My mission was to create superior products that facilitate enhanced service delivery to Veterans, some of whom I had the privilege of serving alongside.

Key Achievements:

- Provided coaching and mentorship to junior and senior Product Managers, empowering them with valuable insights into product management. Topics covered included problem discovery, solution shaping, the Product Trio, Agile processes, and best practices for cultivating high-performance teams.
- Coached and mentored Scrum teams in transitioning from a waterfall approach to adopting an Agile mindset, fostering greater Agility and adaptability.
- Played a pivotal role in improving accessibility to RSLQ systems for RSL Sub Branches, enhancing their ability to utilise the resources efficiently.
- 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, enabling other RSL State Organisations to utilise the solution. The successful implementation of this initiative in RSL Western Australia led to enhanced efficiency in delivering services to veterans in that region.

Product Manager, Australian Institute for Motor Sport Safety (Motorsport Australia)

Brisbane

Mar 2020 — Feb 2022

AIMSS is the peak body for motorsport safety in Australia. AIMSS works closely in an advisory role with Motorsport Australia, other National motorsport organisations, and the Fédération Internationale de l'Automobile (FIA), the world's governing body for motorsport.

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. Crashtag is an API driven platform with both native iOS & Android Applications.

I am very grateful for the opportunity to work with AIMSS, Motorsport Australia, the FIA and leading Formula One personnel. I rank this role as a highlight of my professional career to this point.

Key Achievements:

- Manage the development of Crashtag to an MVP status and beyond.
- Rollout Crashtag to five initial countries Play & App Stores - Australia, the United Kingdom, France, Sri-Lanka, New Zealand & South Africa.
- Manage complex regulatory requirements to enable medical data storage and GDPR compliance across multiple jurisdictions.
- Source and Appoint Business Process Outsourcing Company and built offshore development team to continue development past MVP status.
- My team and I delivered the initial phase of Crashtag development and rollout $50,000 under budget in a challenging environment severely impacted by the Covid-19 pandemic.
- I quickly developed strong relationships with Board Members, Senior Executives and leading FIA and Formula One personnel through listening effectively, a strong work ethic, and my proactive approach.
- I was a key member of an organising committee that organised an international Motorsport Safety Summit. I was also a keynote speaker at this Summit.

Key Responsibilities:

- Report directly to the AIMSS Board of Directors the progress and future roadmap for Crashtag.
- I hold the role of Executive Officer for the AIMSS Board.
- Product Manager of Agile team building Crashtag.
- Discover, shape & prioritise new features in the problem & opportunity space.
- Liaise with the FIA and other motorsport governing bodies regarding the rollout and training on Crashtag.

- Complete ownership of the Crashtag Budget and future roadmap.

Jumbo Interactive

Aug 2015 — Mar 2020

<div align="right">Toowong, Brisbane</div>

Product Manager, Jumbo Interactive

Mar 2019 — Mar 2020

<div align="right">Toowong, Brisbane</div>

Jumbo Interactive is a licensed online lottery ticket reseller for Australia's official lottery. Jumbo is also a large player in the charity lotto or Art Union space and is one of the finest examples of Product led companies in Brisbane.

Key responsibilities:

- Product Manager of Agile teams working on Jumbo Interactive's custom-built Marketing Platform.
- Discover, shape & prioritise new features in the problem & opportunity space.
- Plan and manage the backlog of work according to the strategic business direction.
- Plan and execute Agile Scrum planning meetings and other Agile ceremonies.
- Ensure development output satisfies business priorities, goals and outcomes.
- Liaise with stakeholders regarding status and delivery of planned features and upcoming work on the Marketing Platform.
- Managing two teams (16 people) to ensure quality outcomes and staff performance.

Product Owner, Jumbo Interactive

Nov 2017 — Mar 2019

<div align="right">Toowong, Brisbane</div>

Key responsibilities:

- Product Owner of Agile teams working on Jumbo Interactive's custom Marketing Platform.
- Plan and manage the backlog per the strategic direction of the business.
- Plan, research, write and deliver user and job stories to development teams per business requirements.
- Plan and execute Agile Scrum ceremonies.
- Liaise with key business stakeholders regarding the delivery of planned features and upcoming work on the Marketing Platform.

Business Analyst, Jumbo Interactive

Sep 2016 — Apr 2018

<div align="right">Toowong, Brisbane</div>

Key responsibilities:

- Represent the business in researching and implementing new features and opportunities.
- Liaise with Key Stakeholders and Agile Scrum Development Teams to deliver business requirements.
- Create and document feature requirements and Acceptance Criteria.
- Assist Product Owners with the management of development teams.
- Create and deliver Agile user stories.
- Assist with maintaining a concise backlog of work in line with the business roadmap and Objectives & Key Results.

Product Coordinator, Jumbo Interactive

Aug 2015 — Sep 2016

<div align="right">Toowong, Brisbane</div>

Key responsibilities:

- Work closely with the Product Owner to plan and maintain the Agile Scrum Backlog.
- Gather and research business requirements, write and deliver Agile user stories to development teams.

- Assist the Product Owner in Agile Scrum planning meetings.
- Acting Product Owner, managing outsourced development team located in the Philippines:
    - Deliver business projects.
    - Hire and performance manage development team personnel.
    - Deliver structured Agile training to the development team.
    - Liaise with key stakeholders and customers regarding project updates.

Front-End Web Developer, Best Practice Australia   Milton, Brisbane
Jan 2015 — Jul 2015

Best Practice Australia is a leading research company specialising in workplace culture analysis.

Key responsibilities:

- Develop online surveys following client specification and timeframes.
- Develop specific web applications to support the business.
- Redesign and refactor project of the existing codebase to ensure product cross-browser compliance.
- Production of proof of concept products for future development.
- Collect completed survey data and migrate to a database.

Level Two IT Support Analyst , Herbert Smith Freehills (contract role while studying)   Brisbane
May 2014 — Oct 2014

Team Member - Trade, Bunnings Warehouse (part-time while studying)   Stafford, Brisbane
Sep 2012 — May 2014

Intelligence Analyst, Australian Army   Various Locations
Apr 2008 — Apr 2013

EDUCATION

Master of Information Technology (Software Architecture), Queensland University of Technology   Brisbane
Jan 2014 — Apr 2015

Bachelor of Arts: Security, Terrorism & Counter-Terrorism, Murdoch University
Jun 2009 — Jun 2013

PROFESSIONAL CERTIFICATION

Professional Scrum Product Owner (PSPO)
2023

Agile Certified Scrum Master
2016

Prince2 Project Management Foundation Qualification
2014