

GlobalData Media Platforms

Product managing a portfolio of B2B media sites, including Sportcal.com and Pharmaceutical-Technology.com.

ROLE Product Manager	COMPANY GlobalData PLC
PERIOD March 2023 – February 2024	DOMAIN B2B media · Data & analytics

Context

GlobalData provides data analytics and insights for a range of industries. I drove engagement, A/B testing, and content delivery for professional audiences across several of its media sites.

What I did

- Identified emerging trends and competitor activity, leading to the launch of three new features.
- Launched innovation rankings with design, development, content and marketing, shaped by targeted user research and usability testing.
- Managed a 15-person development team using Scrum, from roadmap and sprint reviews through to product demos and launch.
- Managed 200+ backlog items, wrote user stories, and prioritised with RICE.
- Mapped drop-offs in Contentsquare, identified friction points, and tested targeted UX changes in rapid A/B loops.
- Ran user interviews and usability testing with clients such as HP and Visa for the GlobalData Marketing Solution CRM product.
- Built SEO strategy into product development.

Results

+35%

click-through rate from innovation rankings

+25%

user retention

+30%

conversion after Contentsquare-led UX changes

-10%

churn on the Marketing Solution CRM product

-20%

development time

£7M

revenue growth contributed to through SEO

Tools & methods

Scrum

RICE

A/B testing

Contentsquare

User interviews

Usability testing

Jira

Confluence