



Joe Flagg

 the product pragmatist

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Experience

Career Break (Travelling)

Nov 22 - May 23

Social Value Portal

Product Manager

Sept 21 - Nov 22

Social Value Portal is a series B scale-up, offering a SaaS product used to procure, measure, manage and report social value.

- **Scaling** - Launched a programmatic verification system which reduced CS workload and increased the percentage of verified projects from 25% to 60%.
- **Tuning** - Upgraded user management, increasing self-service user creation from 50% to 80%.
- **UX re-build** - Led redesign of the social value calculator, including the user research, design and development, leading to a 90% completion rate for the bidder user journey, up from 80%.

Books2All

Head of App Development (Voluntary)

Mar 21 - Present

Books2All is a EdTech charity and mobile app that facilitates book donations to schools in need.

- **0-1** - Owned and managed the release of iOS and Android MVP in London, leading to over 250 book donations in year 1.
- **Product ownership** - Organised and structured a fragmented GitHub project. Applied DEEP principles to the product backlog, introduced Agile techniques to the dev team and created a release plan for the MVP.

YouGov

Manager - Product Team 
Senior Client Executive 



July 20 - Sept 21

Mar 19 - June 20

YouGov is an international research data, technology and analytics group.

- **SaaS ownership** - Owned the CharityIndex, CultureIndex and charity Profiles product lines, leading to 90% retention rate in 2019 and 2020.
- **Problem solving** - Collaborated with engineering to implement automated PPT reports to solve the problem of late report delivery, reducing report delivery from 3 weeks to 1 week.

Upshot

Product Lead - Senior Consultant 
Consultant 

June 16 - Feb 19

Sept 14 - May 16

Upshot is a SaaS monitoring, evaluation and learning system for the public and charity sectors.

- **Stakeholder management** - Led the operational relationship with the digital agency, including attending scrum ceremonies as the PO, developing PRDs, and iterating dev specs with engineers.
- **UX research** - Managed full-product UX and strategy review. Partnered effectively with UX Researcher at an external agency to conduct screeners, interviews, and synthesize the findings for the business.

Education

Stanford University - Continuing studies

Fundamentals of Product Management - Grade A+ (2021)

University of Leeds

BSc (Hons) Sports and Exercise Science, Classification: 2.1 (2010-2013)