

# Alex DGLISH

## Product Manager

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## Work Experience



### Product Manager 2024 - Present

- Delivered multiple in-house AI tools that decreased research time expenditure by 6hrs per project
- Researched, prototyped and released a new respondent input method that increased engagement +85% and data quality +17%
- Scoped, designed and delivered a new respondent facing product that generated a 334% 9mo ROI
- Managed Protobrand's full-service survey hosting web app
- Coordinated cross-functional teams (development, design, sales, leadership) to build and execute a product roadmap that aligned with business goals
- Drove the complete product life cycle, including research, ideation, development, launch, and post-launch activities such as customer training and feedback integration
- Delivered key KPIs by iterating on respondent-facing prototypes
- Led AI/LLM-based solutions that enhanced user experience and business performance

### Product Owner 2022 - 2023

- Acted as a liaison between users and development to build a clear and actionable roadmap
- Aided the product lifecycle from ideation and research through to launch and user feedback
- Oversaw respondent-facing prototypes that successfully transitioned from concept to production
- Focused on delivering MVP solutions that balanced user needs with resource constraints, gradually refining processes for greater efficiency

### Data Management Manager 2022

- Orchestrated restructure of the research team into insights consulting and data management, increasing team efficiency and capacity
- Oversaw day-to-day operations of project completion as Manager of Data Management team
- Reduced survey errors by 80% through implementation of efficient, preventive processes
- Coordinated cross-functional teams to meet project goals and deadlines

### Research Analyst 2021-2022

- Successfully managed challenging clients' projects while maintaining positive relationships
- Pioneered development of new data analysis methods and visualizations for the research team
- Analyzed system 1 quantitative + qualitative data revealing key themes and brand nuances
- Presented actionable insights through client-facing reports and dashboards



### Media Strategist 2020

- Designed, managed and A/B tested campaigns to increase awareness and app downloads
- Implemented a campaign tracker dashboard to measure effectiveness and key business metrics

## Education



### Boston University 2018 - 2021

- Questrom School of Business
- Concentration in strategy and marketing
- Cum Laude graduate

## Skills

Agile Development, SDLC, Scrum and Kanban frameworks  
Figma, Tableau, Google Analytics, MS Office Suite