

ROMIE BAJWA

Product Manager | Digital Transformation | Agile Methodologies

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Work Authorisation: Luxembourg, UK, USA



SUMMARY

Product Manager with 6+ years building and shipping B2B digital products across SaaS and media alongside 5 years in hedge fund operations and client-facing finance roles. I've repeatedly stepped into complex, operational environments, ramped quickly, and delivered measurable business results. I'm comfortable owning product strategy and execution end to end translating real-world workflows into simple, reliable user experiences, defining clear requirements and success metrics, and partnering closely with engineering to ship high-quality products.

KEY ACHIEVEMENTS

Lifted Customer Experience Metrics

Achieved an 83% increase in user satisfaction through a video playback redesign, and drove an 8% uplift in video engagement via experimentation and data-driven iteration.

Redesigned Content Infrastructure for Growth

Introduced a bespoke CMS, cutting content publishing time by 90% and increasing site engagement by 150%.

Increased Operational Efficiency By Automation

Automated key financial documentation processes, reducing manual workload by 75% and enabling faster, more accurate investment reporting across portfolios.

Reduced Time-To-Market

Achieved 33% reduction in time-to-market through strategic UX alignment and design system integration.

EXPERIENCE

07/2021 - 09/2025

London, UK

Product Manager

YouView TV Limited

- Built from 0 to 1: Freely, a smart TV streaming service for UK homes, **reaching 1M+ active devices in its first year** and winning the **2024 Best Use of HbbTV award** for content discovery.
- Launched the 'Visual Guide', managing hypothesis creation, UX/UI design, and testing governance (including large-scale **A/B testing with approximately 250K users**), delivering measurable **gains in engagement (+8%) and brand discovery (+7%)**.
- Managed product strategy, integrated research, and implemented key features, **achieving an 83% increase in user satisfaction** with the 'Playback Bar' redesign.
- Led UX strategy and aligned cross-organizational teams for identity/authorization solutions, **reducing time to market by 33%**.
- Drove scope and change management for MVP delivery, renegotiating priorities to **accelerate time-to-market by 30%** while maintaining regulatory and accessibility standards, resulting in **0 Ofcom complaints post-launch**.
- Improved delivery quality and predictability by restructuring Tech-Design workflows and introducing version-control best practices, **reducing defects by 2 per sprint** and shortening feedback cycles.

08/2020 - 07/2021

London, UK

Product Manager

Deskpro

- Directed cross-functional team of 5 to develop headless CMS for corporate website, **reducing content publishing time by 90%** and **increasing avg. visit duration by 150% year over year**.
- Ensured alignment between development teams and business objectives, using effective risk management to **deliver over 90% of milestones on time**.
- Coordinated and oversaw weekly sprints utilizing Scrum, managing all critical backlog items and **boosting team throughput by 15%**.

04/2020 - 07/2020

London, UK

Product Manager (Contract)

Nutrable

- Conducted 20 user research interviews** to gain critical insights into customer pain points and identify key jobs-to-be-done, leveraging this information to refine initial prototype for product-market fit trials.
- Contributed to business model development, helping inform the company's commercial strategy and **supporting a £300k seed raise**.

09/2019 - 03/2020

London, UK

Product Marketer

Beamly

- Pioneered go-to-market strategy with a focus on distribution and promotion of products and developed internal understanding of required resources to support sales strategy.
- Facilitated multiple workshops to craft compelling value proposition, integral to shaping product strategy.

EXPERIENCE

06/2018 - 08/2018

Bangalore, India

● MBA Intern - Blockchain Strategy Consultant

Infosys

- Designed an ROI framework and developed 3 business models for blockchain proof-of-concept implementations in retail supply chain networks.

05/2015 - 06/2017

London, UK

● Senior Analyst, Account Management

PAAMCO Prisma

- Collaborated with 4 portfolio managers to create new working relationship with client by computing statistical metrics and formulating ad hoc analyses to deliver new reports, thus **retaining a £80mm investment**.
- Mentored and **coached 2 intern analysts and 1 full-time analyst**, which included system training, critiquing analysis and offering industry knowledge and context.

12/2012 - 05/2015

Irvine, USA

● Senior Analyst, Investment Operations

PAAMCO Prisma

- Identified and prioritised critical accounting workflow bottleneck, owning business case and delivery of **\$50K improvement initiative** that **reduced report update time by 75%** while improving accuracy and reliability.
- Redesigned end-to-end investment documentation workflows, leading move from **manual to digital processes to cut cycle time by 75%** and reallocate team capacity toward higher-value analysis and decision support.
- Defined requirements and led delivery of a new reporting capability, **reducing report generation time by 95%** and enabling faster, more confident data-driven decisions across investment, operations, and leadership teams.
- Partnered with portfolio managers and treasury stakeholders to support active investment decisions, contributing to **\$7m in realised gains** for US state treasury while preserving portfolio exposures and risk profile.

06/2010 - 06/2012

Los Angeles, United States

● Teacher

Teach For America

- Taught Algebra 2 to 150 students, created rigorous objective-driven lesson plans daily, tracked and analyzed student data, and constructed assessments to measure competency levels.
- Guided students identified as only possessing 50% of prerequisite skills to **achieve 80% content mastery** by end of school year.
- Lead students to **finish 1st** among 13 district schools in monthly benchmark achievement tests.

EDUCATION

2017 - 2019

Barcelona, Spain

● Masters in Business Administration (MBA)

IESE Business School

2005 - 2009

Irvine, USA

● BA in Business Economics & BA in International Relations

University of California, Irvine

TRAINING / COURSES

Continuous Discovery Habits

Product Talk Academy by Teresa Torres

Identifying Hidden Assumptions

Product Talk Academy by Teresa Torres

SKILLS

Product Strategy

Cross-functional Leadership

UX/UI

Technical Literacy

Funnel Ownership

Data Literacy

LANGUAGES

English
Native



Spanish
Intermediate



French
Beginner



INTERESTS



Cycling

2025 Touring Trip; 2200km from Milan to Luxembourg



Running

2023 Royal Parks Half Marathon; 1 hr 52 min, 2017 Hackney Half Marathon; 1 hr 44 min, 2015 LA Marathon; 4 hr 6 min