

# Phil Winston

Senior Product Manager focused on SaaS platforms & AI Applications. Takes the lead on vision, strategy, user journeys, and roadmap definition in complex, regulated domains.

## Core Competencies

Product Vision & Platform Strategy  
E2E User Journeys & Process Design  
Roadmap Ownership & Prioritisation

Product Discovery & Customer Research  
Backlog Ownership & Sprint Management  
Regulated & Complex Domains (FinTech, AI)

## Professional Experience

### ❖ Lead Product Manager

T-Pro (AI Powered Clinical Workflows)  
Sept 2025 –

Led product development and operations for an Ambient AI Scribe and proprietary clinic management and workflow automation platform. Defined workflows, AI integration points and project delivery, in close partnership with engineering, marketing, sales, and service.

- Designed & Implemented company-wide product operations model
- Implemented Scrum to achieve a 90% predictability rate on feature development
- Managed a team of 4 and 2 development teams

### ❖ Senior Product Manager

Supernatural Software (Product Management Agency)  
Dec 2022 – August 2025

Acted as lead Product Manager across early-stage and scale-up SaaS platforms, owning product vision, roadmap, and execution. Served as the product source of truth, translating ambiguous commercial and regulatory problems into clear user journeys and an actionable engineering backlog across multiple distributed teams.

#### ➤ Genrea (US based Mortgage FinTech)

Defined the product vision and MVP for a shared-appreciation mortgage platform in the US market. Designed customer journeys and workflows with regulatory compliance in mind.

- Rebuilt underlying business model, securing a \$500m line of credit
- Introduced delivery rhythms, improving development velocity by 15%

#### ➤ Audit360 (MENA based Auditing Platform)

Owned the design and delivery of a compliance auditing platform for airports, airlines, ports, and border checkpoints. Created the initial platform blueprint, user roles, audit schemas, workflows, and reporting structures, enabling rapid iteration without rework.

- Delivered on time, within scope, and 7% under budget
- Achieved early product-market fit securing four additional clients

## ❖ Product Manager (Growth)

Allied Irish Bank (Financial Services)

*Oct 2016 – Dec 2022*

Owned key lending and credit card application journeys within a highly regulated banking environment, focusing on funnel optimisation, customer friction reduction, and commercial outcomes. Worked across product, engineering, analytics, compliance, and operations to prioritise changes balancing speed, risk, and long-term platform integrity.

- €150M revenue uplift through journey optimisation
- Drawdown conversion improved from 64% to 86%
- Designed and implemented Enterprise Martech Architecture

## Education

Executive MBA (Masters in Business & Administration)

Technological University Dublin

*Sept 2019 – Aug 2021*

Bachelor of Arts (Business with Management)

Dublin Business School

*Sept 2015 – June 2019*

## Agile Certifications

- CSP-PO (Scrum Product Owner)
- CSM (Scrum Master)
- LSS Green Belt (Lean Six Sigma)

## Contact Details

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