

# Daniel Hollands

Product Manager · Cannock / Remote

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## About Me

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Product Manager with five years of hands-on experience working within cross-functional teams across nine concurrent client engagements. Originally a Ruby engineer, I bring technical fluency that lets me engage meaningfully with development teams -- understanding trade-offs, challenging estimates, and translating between business needs and engineering constraints.

I'm looking for a product role where I can own meaningful problems end to end, working closely with engineering and design in an environment that values discovery as much as delivery. Where product practices are still maturing, I'm equally comfortable stepping in to build the right structures from scratch.

## Career Highlights

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- Identified the need for a dedicated Product function at Foxsoft and built it from scratch, making the case to leadership, defining the role, and establishing the processes to run a multi-client portfolio
- Delivered product outcomes across up to nine simultaneous client engagements, managing competing priorities across a cross-functional team of ten
- Progressed from Ruby software engineer to Product Manager, building technical depth that makes me a genuine partner to engineering teams rather than just a go-between

## Key Skills

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### Product Discovery

Finding the right problem before committing to a solution, through research, interviews, and a healthy scepticism about assumptions.

### Stakeholder Management

Keeping clients and stakeholders aligned, building trust, and managing expectations without losing sight of what actually needs to ship.

### Leadership

Creating the conditions for cross-functional teams to do their best work, with clear ownership and no ambiguity about what matters.

### Roadmapping & Prioritisation

Turning strategy into a plan people can actually follow, balancing user needs, business goals, and what the team can realistically deliver.

### Facilitation

Running sessions that produce real decisions, not just discussions, whether that's a discovery workshop, a roadmap review, or a difficult conversation.

### Technical Fluency

Enough of an engineering background to have conversations with developers, understand trade-offs, and spot complexity early.

**Product Manager for Foxsoft Ltd.**

Remote / Tamworth Jun 2020 - Present

- Conceived and proposed a dedicated Product function to the leadership team, then built and implemented it from scratch
- Sat on the company leadership team as the Product representative, shaping strategy and delivery practices
- Worked as the Product Manager within a cross-functional team of ten -- a service designer, two team leads, and six developers -- across up to nine client engagements simultaneously
- Established processes for stakeholder alignment, discovery, and prioritisation across the portfolio

**Ruby Software Engineer for Foxsoft Ltd.**

Remote / Tamworth Jan 2016 - Jun 2020

- Built and maintained custom Rails applications modernising legacy FoxPro business systems for commercial clients
- Led requirements discovery and solution design directly with clients, bridging technical delivery and business needs

**Ruby Software Engineer for Intercity UK**

Birmingham Nov 2014 - Dec 2015

- Contributed to a Ruby on Rails team building a customer billing and information portal
- Acted as liaison between the Ruby team and legacy Java developers to integrate data from multiple systems
- Delivered self-service reporting tools, giving clients direct access to their data without needing to raise requests

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**Education****University of Worcester**

2006 - 2010

BSc (Hons) Web Development, First Class Honours

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*References are available upon request.*