Donovan Thomson

Head of Product @ UtilityWarehouse

⚲ SE, UK

☎ +447426713272

@ donovan.thomson@gmail.com

With over 11 years of experience at the intersection of product leadership and software engineering, I specialize in designing, developing, and launching impactful products that achieve business outcomes and delight customers. My career highlights include driving the growth of a B2B startup to secure $170M in funding and contributing to the expansion of a FTSE-250 B2C platform with 1M+ customers.

Education

Computer Science (Hons) - University of Cape Town 2009-2012
Cape Town

Values

Customer obsession

Outcomes over outputs

Passionate curiosity

Test and learn

Radical candor

Empowered engineering

Interests

Rugby

Kite surfing

Surfing

Mountain biking

Investing

Experience

UtilityWarehouse - FTSE 250　　　　　　　**April 2023 - Present**
Head of Product - Platforms　　　　　　　　　London/Remote
🔗 https://uw.co.uk/

Lead strategy, execution, and team growth across UW's Platform portfolio spanning Fintech, Developer Platforms, and Legacy systems. Manage and mentor six product teams, partnering with engineering, design, marketing, and sales to deliver customer-centric solutions that drive business impact.

Fintech Platforms (3 teams):
Deliver billing, payments, and debt management for 1M+ customers.

- Launched ML-powered credit scoring, boosting conversions while controlling risk — driving £20M in annual revenue.
- Integrated OpenBanking payments, cutting transaction costs by 80% and saving £2M annually.

Developer Platforms (3 teams):
Built a domain to streamline coordination across 23 product teams by standardizing tooling and infrastructure.

- Adopted a headless CMS with built-in experimentation, enabling 70% faster deployments, a 25% uplift in user engagement, and a 30% reduction in contact propensity.
- Deployed comms tooling that saved £1.5M+ annually and improved CX by reducing inbound call volume.
- Delivered data infrastructure enabling a company-wide data mesh for scalable, self-serve analytics.

Zappi.io　　　　　　　　　　　**July 2020-March 2023**
Senior Product Manager - Flexible Research Platform　　London/Remote
and Integrations
🔗 https://www.zappi.io/web/

During my time at Zappi I contributed to scaling the company from 14 to 330 employees, achieving annual revenue growth of 20–35% to reach $65M. Key milestones include securing 13 enterprise customers with $1M+ annual spend and a $170M growth funding round in 2022 from Sumeru Equity Partners.

As Senior Product Manager, I led the definition and delivery of a personalised research platform offering that enabled enterprise clients to design automated research solutions aligned with their internal marketing and innovation workflows. I worked across five product teams to define the strategy, roadmap of capabiltites while also streamlining operations, and supporting sales enablement.

- Achieved product-market fit with 20 enterprise clients, surpassing 136% of a $3M revenue target.
- Delivered two standardized solutions, generating an additional $2.5M in revenue.

Zappi.io　　　　　　　　　　　**April 2017 - July 2020**
Zappi.io — Product Manager - Analytics Platform　　　London/Remote
🔗 https://www.zappi.io/web/

As Product Manager for Zappi's analytics platform, I led the vision, development, and optimization of tools delivering actionable insights to customers. Collaborated with three engineering teams to prioritize features, improve usability, and ensure data quality, all aligned with market research needs. The platform featured capabilities like norms, crosstabs, data modeling, exports, and a generative AI interface to support insight interpretation.

- Launched a flexible analytics solution adopted by over 70% of users.
- Increased platform speed by 20x, driving a 10x uptick in online usage.

Zappi.io　　　　　　　　　　**March 2015 - April 2017**
Rails Platform Engineer - Analytics Platform　　Cape Town, South Africa
🔗 https://www.zappi.io/web/

As a Software Engineer on the core analytics platform team, I maintained and optimized the foundational systems powering our automated insights products. Focused on performance improvements through async processing, database optimization, and intelligent caching to support scalable, high-speed analytics.

Key technologies involved with this role were Ruby/Ruby on Rails, Python, PANDAS, MySql, InfluxDB, and React.

Business Systems Group (BSG)　　　　　**Jan 2013 - March 2015**
Software Engineer　　　　　　　　　　Cape Town, South Africa
🔗 https://bsg.co.za/

As an a consultant engineer I developed on various web-based projects for large enterprise customers across finance, insurance, and HR systems. My main takeaways from this role were good software development and quality assurance processes.

Key technologies involved with this role were Java, Spring, Mysql, C#