

Samantha Harwood

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People-centric, impactful, and technical Product Leader with 20 years' experience enabling executives to shape strategies, drive technology transformations, and empower teams. Recognised for connecting people to purpose, bringing clarity and structure to complex challenges, turning innovative ideas into scalable growth.

STRATEGIC SKILLS & EXPERIENCE

- ✓ Trusted Advisor to Senior Leaders
- ✓ Visual Storytelling
- ✓ Program, Portfolio & Product Management
- ✓ Enterprise Planning

PEOPLE SKILLS

- ✓ Transformational Leadership
- ✓ Conflict Resolution
- ✓ Inclusive Team & People Empowerment
- ✓ Coaching / Mentoring

COMMS SKILLS

- ✓ Exceptional Presentation Skills
- ✓ Communication Strategy ownership
- ✓ Public Speaking & Communications
- ✓ Brand and Graphic Designer
- ✓ AI Adoption Advocate

EDUCATION

BSc Maths & Computing

VOLUNTARY

- ✓ Mentor | [HERA](#) | Independence for trafficked women
- ✓ Trustee, Facilities Manager, Youth Lead | [Centre Church](#)
- ✓ Public Speaking | Event Host and Diversity Advocate
- ✓ Strategy Advisor | [Convoy of Hope](#)

Strategic Lead | IBTI Charity est 1947 | May 2025 - Present

Developing a three-year investment roadmap for this globally impactful charity:

- **Financial Strategy:** Shaping and leading the board's approach to leveraging £13M in assets to fund a £1.5M transformation, securing stability from 2028.
- **People Strategy:** Transforming structure, roles, and recruitment; reframing staff identity and launching a new campaign and network-wide comms.
- **Student Strategy:** Long term plans for student increase by 200%.

Lead Product Owner, *Technology* | 1stCentral Insurance | 2023 – Jul 2025

Manage a community of practice, 16 Product Owners, working with executive stakeholders to improve delivery, communication, and strategic alignment.

- **Strategic Oversight:** Grew Product Owner community by 60%, enabling delivery of £31M in annual business benefit through enterprise initiatives.
- **C-suite Comms:** Created monthly Exec Committee metrics presentations.
- **Product Strategy:** Designed and implemented Health Scores and defect controls to support scalable SaaS growth & automation.
- **Transformation:** Increased delivery of a struggling team by 150%.
- **AI Adoption:** Introduced AI tools into planning and comms processes. Hosted AI conference to champion broader adoption across teams.
- **Mentorship & Inclusion:** support neurodiverse and underrepresented colleagues to achieve career goals and manage mental health at work.
- **Conference hosting:** Delivered an offsite conference for 50 colleagues.

Program Manager – Technology Talent | American Express | 2021 – 2023

Managed global talent transformation programs with a \$13M budget.

- **Executive partnership:** with Tech and HR to design and communicate workforce plans for 10,000+ people ensuring sustainable growth.
- **Presentations:** Led 32 VP meetings, distilling insights from global Directors.
- **Led hiring:** for senior leadership, resulting in five Director appointments.

Product Manager – Loyalty & Benefits | American Express | 2018 – 2021

Managed 5 global tech products across 27 markets leading strategic roadmaps:

- Vision, mission, and strategic direction for customer loyalty communication compliance, API streamed integrations and GDPR transformation.
- Stakeholder engagement, aligning market needs with enterprise strategies.

Senior Business Architect – Corporate Tech | American Express | 2016 – 2018

\$0.5B tech transformation with 150 teams. Presented \$24M strategy to the CEO. \$250k cost savings. Delivered \$500k migration. 2,000 step implementation plan.

Operation Risk Manager | American Express | 2013 – 2016

Senior Business Analyst | American Express | 2010 – 2013

Senior Systems Analyst & Finance Analyst | Lloyds Banking Group | 2006 – 2010