



# David Lortal

Remote Product Manager

## Contact



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## Skills

### PRODUCT

Project planning  
Risk Management  
Resource Management  
Stakeholder Communication

### PERSONAL

Organised  
Leadership  
Attention to Detail  
Flexible and Pragmatic

### TECHNICAL

Agile | Scrum  
Jira | Confluence  
Slack | Zoom  
Google Analytics  
Zoho|SalesForce

## Personal Profile

David is a detail-driven and self-motivated product manager with nine years of experience in software development. Adept at utilizing limited resources to maximum effect, David has successfully launched sophisticated products, including awards entry administration, video streaming, event ticketing and online voting. Organized and methodological, David is an expert at scoping, creating product backlogs, and defining MVPs.

## Experience

### Consultant Product Manager, Remote | BAFTA

January 2019 – Present

- Product Manager for BAFTA Events Ticketing, Nucleus Awards Management and Electron Online Video ensuring all products support BAFTA's aims and objectives during COVID-19 disruption.
- Manage a distributed Agile team, across multiple time zones, using Jira, Confluence, Trello, Slack and Zoom.
- Delivered BAFTA Events MVP, taking over a challenging product launch and redefined the product to facilitate online events in response to COVID-19.
- Successfully onboarded, including custom development, for three additional Nucleus clients, BFI, PRCA and The Royal Foundation.
- Delivered new bespoke functionality for BAFTA's Member Diversity Survey, utilising encryption and delivering on BAFTA's inclusion remit.
- Introduced developments to update the jury voting system, in response to COVID-19 to enable the system to operate remotely.
- Conducted Nucleus competitor research and in response introduced a range of improvements, including new admin design and user controlled design.
- Introduced new sales, onboarding, scoping, development and support processes, which have streamlined operations and reduced costs.
- Researched and developed a plan of action to migrate Nucleus external systems into AWS to reduce costs and customer support and system wide code upgrades.



**David Lortal**

Product | Project

## Projects

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### 2020 Diversity and Inclusion

Oversaw the introduction of a range of new product features designed to support BAFTA's diversity and inclusion programme.

### 2020 Online Jury Voting

In response to COVID-19, updated the current inperson voting product to support remote jury voting.

### 2019-2020 FOCAL International Website

Project managed the tendering, website build and migration to new CRM.

### 2020 BAFTA Events

Delivered the MVP for online ticketing system designed to support BAFTA's international events programme.

## References

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Benjamin Jefferson – CTO, BAFTA

[benj@bafta.org](mailto:benj@bafta.org)

Mary Egan – Director of Operations

FOCAL International

[mary@focalint.org](mailto:mary@focalint.org)

## Experience (Continued)

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Freelance Project Manager, Remote | FOCAL Int.

October 2019 – November 2020

- Managed the procurement, researching suppliers, and provided consultation in supplier selection for the build of the FOCAL International's new website.
- Managed the project on behalf of the client, ensuring the development moved forward at a rapid pace by removing roadblocks and enabling supplier/client communication.
- Migrated existing membership database and processes to Zoho CRM, Zoho Books, Zoho Subscriptions, Zoho Forms and Zoho Flow using workflows and custom functions to automate processes.

Freelance Project Assistant, Remote | Tractable

August 2019 – January 2020

Assisted in the creation of a cloud controls security matrix ensuring the product fulfilled CSA requirements.

Senior Product Manager, London UK | BAFTA

June 2016 – January 2018

- Product Manager of Nucleus, Awards Entry system, and all products supporting BAFTA Awards processes.
- Managed ongoing development using Agile, including Sprint Planning, Standups and product backlogs.
- Scoped requirements and feedback from all stakeholders.
- Scheduled development alongside bug fixes and responded to all unplanned issues as they arose.
- Responsible for sales, on-boarding and account managing all Nucleus clients which resulted in doubling the number of customers.
- Expert at crafting good relationships with stakeholders and clients while managing expectations, retaining 100% of customers.
- Performed all user acceptance testing prior to release ensuring developments meet required standards, reporting bugs and refining new product features.

Product Manager – Awards, London UK | BAFTA

October 2011 – June 2016

- Product manager for all BAFTA awards systems using Agile to allocate development resource.
- Provided technical support, system administration and defined best practices for system usage for administrators and customers (BBC, Netflix, Disney).
- Took solution focused actions to resolve client's issues and remove road blocks enabling remote teams to conduct their work.

## Education

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Goldsmiths College | University of London

BA History 2:1 (Hons)