

## DAVE KAYIRA

### Senior / Principal / Staff Product Manager

dave.kayira@gmail.com | 07876 522912 | <https://linkedin.com/in/dave-kayira>

---

## PROFILE

User-centric Product Manager with 15+ years building AI, SaaS, and marketplace products. Career IC by choice: I thrive on hands-on product craft, turning underperforming teams into high-impact units through focus, clarity, and execution. While I've mentored and managed PMs, I'm most energized in hands-on roles where I can stay close to users, discovery, and delivery. Software engineering background enables deep technical collaboration on APIs, data architecture, and implementation. Recently built an OpenAI-powered AI Resume Bot (<https://bit.ly/DKayira>) demonstrating practical AI implementation skills.

**Career Impact:** £1.25M+ new ARR created | £30M company exit | 90% fraud reduction via AI | 30% ARR growth | Perfect team engagement score

---

## CORE CAPABILITIES

**Product Strategy & Discovery:** Strategic Vision, Jobs to be Done, User Interviews, A/B Testing, Experimentation, Roadmapping, OKRs, Voice of Customer (VoC)

**Prioritization & Decision Making:** RICE, MoSCoW, Data-Driven Decisions, KPIs/Metrics, Performance Analysis, Trade-off Management

**Growth & Monetisation:** PLG, Go-to-Market Strategy, Retention, CAC/LTV, Pricing Strategy, Self-Service Onboarding

**Technical & AI:** AI/ML Features, API Design, SQL, Data Analytics, C#/.NET, Azure, AWS, Amplitude, Power BI, Datadog

**Delivery & Leadership:** Agile, Shape Up, Impact Teams, Remote/Distributed Teams, Cross-Functional Collaboration, Mentorship

---

## PROFESSIONAL EXPERIENCE

### Civica | Global GovTech Software Leader

**Senior Product Manager** | Dec 2025 to Present (Contract)

Leading a product team to deliver the high-profile Pensions Dashboards Programme, a critical government initiative enabling citizens to view all pension data in one secure place.

- Orchestrating delivery against strict regulatory deadlines, ensuring technical solutions meet complex compliance standards and seamlessly connect with central digital architecture
  - Managing a complex backlog of technical requirements, translating government specifications into precise user stories and acceptance criteria
  - Providing technical guidance to engineering teams to ensure solution scalability and feasibility while maintaining rapid development velocity
  - Collaborating with diverse stakeholders including engineering, design, and compliance to mitigate risks and ensure alignment with Civica's strategic GovTech goals.
- 

### Akeneo | Enterprise PIM/DAM SaaS Platform

**Senior Product Manager, Digital Showroom** | Jun 2025 to Nov 2025 (Contract)

Brought in to rescue underperforming product initiative. Introduced structured discovery, unified priorities, and clear delivery frameworks.

- Transformed struggling team into focused, high-impact unit through transparent roadmapping and stakeholder alignment
- Partnered with Sales to validate customer needs via user interviews and discovery sessions
- Shipped search indexing API, export functionality, and content sharing workflows
- Improved velocity by establishing success metrics and removing organizational blockers

*Note: Took intentional career break (Dec 2024 to May 2025) to explore AI/ML product opportunities and build personal projects including AI Resume Bot.*

---

### COINS / The Access Group | £1B+ Construction Software, 3,000+ Employees

**Senior Product Manager, AI & SaaS Innovation** | Mar 2021 to Dec 2024

Led AI product innovation and unified distributed teams across global markets.

**Team Transformation:**

- Unified 3 siloed Agile teams across UK, Ukraine, USA under one product vision, increasing delivery speed
- Defined adoption metrics (CAC, LTV, NPS) driving **40% uplift in global usage**

#### AI Innovation:

- Uncovered hidden payroll fraud through deep user interviews with construction site managers
- Delivered AI facial recognition solution: **90% fraud reduction, 5% payroll cost savings** (~£250K+ annually for mid-sized clients)
- Led responsible AI implementation including GDPR compliance, bias testing, and ethical frameworks

---

#### Truval | SaaS Startup (Workflow Automation)

**Product Manager, Growth & Monetisation** | May 2020 to Mar 2021

Drove rapid MVP development and revenue model innovation for early-stage startup.

- Conducted 25+ customer interviews uncovering pricing pain points and willingness-to-pay insights
- Created usage-based monetisation models: **30% ARR growth, 15% churn reduction** in 6 months
- Shipped MVP in 3 months securing 5 enterprise clients through ruthless scope prioritization

---

#### Zoopla | UK Property Portal & SaaS, 1,000+ Employees

**Lead Product Manager, SaaS & Marketplace** | Jan 2013 to May 2020

Led products serving estate agents, introducing transparency and self-service that unlocked growth.

#### Team Excellence:

- Achieved **company's only perfect employee engagement score** through transparent roadmapping, regular stakeholder demos, and open cross-functional communication

#### Revenue Growth:

- Designed self-service onboarding: **200+ new customers, 60% subscription revenue increase**, reduced onboarding from 4 weeks to 2 days
- Built AML compliance automation creating **six-figure revenue stream**, reducing manual processing 75%
- Led 2 product teams (12 people) shipping agent dashboard, CRM integrations, analytics features

---

#### Expert Agent | Acquired for £30M

**Co-Founder / Product Manager / Engineer** | Feb 2006 to Jan 2013

Built UK's first cloud-based Estate Agency CRM from scratch, scaling to 1,200+ customers.

#### Company Building:

- Co-founded and scaled 0 to £30M exit as engineer, product manager, and commercial leader
- Built initial product as lead engineer (C#/.NET, SQL) then transitioned to product leadership

#### Revenue Innovation:

- Created data marketplace connecting agents with service providers: **£750K+ incremental ARR**
- Engineered real-time property data feeds (XML/API): **£500K recurring revenue** from Rightmove/Zoopla integrations
- Built data migration tool **6x faster than competitors**, accelerating onboarding and creating sales advantage

---

#### EDUCATION & CERTIFICATIONS

**Southbank University** | Business and Finance

**Microsoft Certified .NET Developer** | **Microsoft Certified SQL DBA**

**Reflect Apprenticeship** | Level 3, Leadership and Development

---

#### MY APPROACH TO PRODUCT MANAGEMENT

I've focused on IC roles to stay close to users and delivery craft. I've mentored and managed PMs and am open to people management if the role is hands-on with direct involvement in discovery and delivery. My superpower is turning underperforming teams into high-impact ones through clarity and user-centric execution. My engineering background enables deep technical collaboration, API scoping, and building proofs of concept. I excel at solving problems at the intersection of user needs, technical feasibility, and business value.