

Established Product Manager experienced in the design, development, and management of innovative digital products in B2B and B2C. Demonstrated success in leading cross-functional teams and driving product discovery.

PRODUCT MANAGER

Budget Direct Insurance (Auto & General)

October 2021 - Current

I lead a team of 10 to drive higher conversion rates for Budget Direct, ING Insurance, and Qantas Insurance, achieving significant growth and customer engagement.

- Spearhead the continuous optimisation of the Budget Direct digital sales suite, enhancing customer online experience and driving an additional **\$20 million** in yearly digital sales revenue.
- Reduced call centre volume for Home Insurance Sales inbound calls by **15%** (approx **\$800k** cost reduction year-on-year) through the use of a Jobs-To-Be-Done approach to software development on the online 'Home Price' page.
- Championed our charity enablement feature to deliver **\$200k** and a **300% increase** in the yearly donation throughput to our partner Act for Kids by delivering optimisations to our online donation processes over 2 years.
- Onboarded **20+** engineers and test analysts through my cross-functional team, providing a safe space to learn our standards and practises.

PRODUCT MANAGER

Credit Simple

March 2019 - September 2020

- Increased user count by **5x** through product onboarding optimisations and marketing campaigns with a heavy personalisation focus.
- Reduced user churn by **25%** over the course of a year by creating and nurturing user feedback channels to grow to our product-user relationship.
- Worked alongside CEO and Head of Product to report growth, churn and insights to direct product strategy at a beated-drum rhythm.

DATA AND INSIGHT ANALYST

Illion Australia & New Zealand

June 2017 - March 2019

- Led a team of graduates in the research, analysis and consolidation of reports consumed at an executive level.
- Championed the creation of over **100 tender** projects for both credit check and debt collection contacts at a **60%** success rate.
- Author for public-facing commercial insight reports which attributed to the onboarding of multiple "million-dollar clientele.

Education

- ICAgile Certified Professional - Product Management (2024)
- ICAgile Certified Professional - Agile Product Ownership (2022)
- Bachelor of Business, Griffith University (2021)
- Bachelor of Psychological Science, Griffith University (2021)

Contact

nikokiriakos@gmail.com
[LinkedIn](#)
0404 359 169