

Ben Whitfield-Heap

benjamin.heap@protonmail.com | 07792 789 316

Personal Summary

Product Manager with over 10 years of experience creating digital products and services in various sectors. A keen advocate of agile methodologies and open-source technology. Qualified professional scrum product owner, trained government digital service assessor and an ambassador for the not-for-profit organisation [OpenUK](#).

Key experience includes developing product vision & strategy; agile software development, private and public-sector experience; client and supplier side management; organisational design and senior stakeholder management.

Key Achievements

Scaling the FutureNHS collaboration service

Product Strategy • Problem-Solving • Market Analysis • Delivery

The [FutureNHS platform](#) is an enterprise collaboration tool managed by NHS England to provide the health and care sector with a platform for users to collaborate across organisational boundaries. I was recruited by the service owner in the product's introduction life-cycle phase with the responsibility of ensuring that the platform could reliably scale.

- Implemented customer service desk, implementing Zendesk to process over 2,500 support tickets per month with an average first reply time of 15 mins and satisfaction score of =90%
- Defined a product vision and growth strategy for the platform increasing the monthly active users from 8,000 to over 50,000 monthly active users within 3 years
- Launched operational insights, created forecasts and metrics reporting using Google Analytics, Tag Manager and Data Studio.
- Led product and support team, implementing agile scrum ways of working, prioritising team's activities.

Redevelopment of the FutureNHS platform

Roadmapping • Team Management • Analytics • Open Source • User-centered Design • Business Case writing

With the FutureNHS service experiencing high user growth, I was asked to [rebuild the platform](#) on a more sustainable solution that we could integrate with other NHS products via open APIs.

- Developed a business case for £1.5 million gaining approval from NHS national director to secure capital investment to build an NHS-owned collaboration platform based on open-source technology.
- Prioritised product roadmap with the engineering team aligning the product vision with national strategy, and successfully passing a service assessment to move the product into private beta phase.
- Contracted and led numerous third parties to contribute to the build of the product.
- Led the UI/UX team through product discovery, identifying, documenting and prioritising user needs using Azure Boards.
- Established North Star Metric to ensure all delivery is focused on maximising product value
- Championed an agile, user-centred design approach ensuring product meets high accessibility standards.

Establishing a community for Local Health and Care Records

Community Building • Senior Stakeholder Management • Communication • Data Visualisation

NHS England identified several established and emerging shared care records in operation across the country. I was asked to lead a project to establish a community in which shared care records could exchange knowledge to encourage the sharing of best practices and promote interoperability, including the adoption of standards between the care records.

- Established an online community of over 200 digital leaders working in health and care.
- Led the production of 60 case studies and podcasts to encourage the adoption of best practices.
- Developed an interactive maturity map of shared care records used by NHS England's CIO for communicating the progress of work with the healthcare sector.

Employment History

Product Manager

NHS England

Mar 2019 - Present | 3 years 2 months

Product Manager for the FutureNHS platform. A virtual collaboration platform provided by NHS England to support people and organisations across the health and care sector.

Senior Project Manager

NHS England

Oct 2016 - Feb 2019 | 2 years 5 months

Project Manager for the Local Health and Care Record programme. Led on establishing the “learning from local” community across health and social care.

Senior Project Manager

Attercopia Ltd

Aug 2015 - Sep 2016 | 1 year 2 months

Attercopia was a digital marketing agency providing websites and online services for organisations across the UK. Provided project management for key clients.

Digital Project Manager

CDS UK

Mar 2014 - Aug 2015 | 1 year 6 months

CDS are a print and digital communications agency. Provided project and account management to a range of public and private sector clients.

Project Manager

Capita Customer Management

Jun 2013 - Mar 2014 | 10 months

Capita Customer Manager provides contact centre solutions for organisations across the UK. Responsible for the project management of new contact centre operations.

Systems Project Manager

StepChange Debt Charity

Sep 2011 - Mar 2013 | 1 year 7 months

UK debt charity providing debt advice and fee-free debt management. Responsible for project management of IT and digital service upgrades across the organisation.

Project Analyst

Wm Morrison Supermarkets Plc

Mar 2011 - Sep 2011 | 7 months

Project Analyst for Morrisons Head of Release Management rolling out a project methodology across Morrisons Head Office.

Junior Project Manager

Child Maintenance Commission

Jul 2009 - Mar 2011 | 1 year 9 months

Now abolished, the Commission was responsible for overseeing child maintenance arrangements in Great Britain. Provided project management for the Commission.

Education

Professional Scrum Product Owner I: <https://www.scrum.org/certificates/630634>

AgilePM® (DSDM®) Practitioner: Certificate number 04212802-01-N4TQ | Registration number 2000758594

ITIL® Foundation Certificate in IT Service Management: Certificate number GR671235608BH | Registration number 9980008095595973

MSP® Practitioner: Certificate number 339695 | Candidate number AP35661489

PRINCE2® Practitioner: Certificate number 00122279 | Registration number DO32098926

University of Bath: BSc (Hons) Business Administration Second-Class Honours First Division (2003 - 2007)

Ermysted's Grammar School: A-Level 3 x A | 2 x B (1996 – 2003)