

Steven Maile

Digital Product Leader

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About Me

I'm an authentic, award-winning product leader that specialises in UX and Product development. I have a track record of delivering continuous growth and leading high-performing teams, balancing design thinking with commercial acumen to create products that customers love.

I'm currently looking for my next challenge where I can capitalise on my skills and experience and add instant value to any company.

Expertise

- Design Thinking and UX/ UI Best practice.
- Behavioural Economics and User-Centred Design.
- Quantitative and Qualitative insight and research methodologies.
- Commercial acumen - experience in analytics, budgeting, statistical validation and P&L ownership.
- Conversion Rate Optimisation and experimentation.
- Product management, Roadmap prioritisation and delivery
- Marketing - Specifically digital channels, with experience with brand, CRM, TV creative and media buying.

Achievements

- Scaled challenger brand BeagleStreet.com from start-up to award-winning Life Insurance provider with over 250,000 customers and the UK's best converting funnel and Trust Pilot score.
- Run my own business, helping organisations with their digital capability and strategy. My clients range from Fortune100 multinationals to European InsureTech start-ups.
- Designed and sponsored a Digital Graduate Scheme for BGL Group, recruiting, on-boarding and mentoring several cohorts.

Leadership

- Able to motivate others and inspire cross-functional teams and shape culture and ways of working.
- Strong stakeholder management and communicator. Confident in boardrooms, presenting and storytelling with gravitas.
- Superb track-record of recruiting talent and developing individuals and team performance. Experience of performance management, organisational changes and restructures.
- Excellent relationship management of third parties, affinity partnerships, agencies and SAAS tools etc.

Product and UX Consultant

I've spent the past two years helping several brands across various industries with product capability. My two longest projects have been:

VP Product - Getlife, Contract - January 2022 - January 2023

- Supported C-Suite grow their product capability by effectively recruiting talent, sourcing tools, and implementing structured frameworks.
- Delivered a new D2C sales funnel, CMS re-platform, and launched a new product in France while also improving the B2B platform.

Head of Digital & UX, Philip Morris International, Contract May 2021 - January 2022

- Developed a Board-level strategy for the Chief Innovation Officer to explore life / medical protection products in international markets.
- Created and managed the Product and UX of a differentiated life insurance proposition in the UK.

BGL Group

I spent over a decade working in each division (below) of The BGL Group, a leading insurance distributor with over 14 million customers.

Product & Experience Design Director - Compare The Market, September 2020 - May 2021

- Spearheaded the development of a new comparison vertical with a compelling, differentiated car finance customer proposition.
- Lead the ideation, design, rapid prototyping and consumer testing to define an MVP, followed by a clear roadmap.

Digital & Proposition Director - Beagle Street & Virgin Money Life Insurance, April 2015 - November 2020

- Served as an Executive Board member responsible for UX Research and Design, Web Analytics, Conversion and Digital Marketing.
- Revolutionised the way people buy Life Insurance in the UK with an award winning experience and market leading customer satisfaction.

Senior Ecommerce Manager - BGL Insurance, September 2011 - April 2015

- Oversaw UX Design and Conversion Rate Optimisation for multiple Car and Home Insurance brands.
- Member of venture building team that explored car insurance propositions and launched *Jaunt*, a successful short-term cover product.

Bauer Media

A global media company that owns brands such as Kiss, Heat, Empire, Parkers and Today's Golfer.

Ecommerce Manager, July 2008 - September 2011

- Successfully managed P&L responsibility for multiple digital products generating revenue streams for household magazine brands.
- Led the UK's oldest and largest Golf vouchers business, implementing innovative digital marketing strategies resulting in increased sales.