

Enda Glacken

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PROFILE

Creative growth product manager with 7+ years experience, skilled in driving impact through data driven experimentation, user experience, product discovery, and defining product strategy. I currently focus my learning and side projects on the latest developments in genAI.

PROFESSIONAL EXPERIENCE

Senior Growth Product Manager, Microsoft. 2023 - Present

- Defined the product strategy for driving retention and acquisition for M365 freemium consumers. Currently defining the strategy for Copilot Adoption for Paid Consumers.
- Built experimentation roadmaps aligned to business OKRs, which drove a 10pt increase in our engagement core action metric, 5x top of funnel, currently pivoting to acquisition focus.
- Influenced multiple organisations to adopt our product, increasing our MAU 1.5x.
- Mentored five product managers and two three interns, providing feedback and guidance on career, product and culture.
- Integrated an AI service into our onboarding and engagement journey which is driving increased engagement rates due to personalised onboarding.
- Led two cross functional teams with 20 engineers, owning the business impact for a full product area.

Growth Product Manager II, Microsoft. 2020 - 2023

- Designed growth experiments to increase acquisition in the SMB checkout and post purchase onboarding for Microsoft365 leading to 10k net annual subscription adds.
- Leveraged data for data-informed experiments, insights and post-analysis.
- Owned and represented progress on OKRs to leadership and stakeholders.
- Created and led several cross-organisational meetings for business updates across our product area.
- Led a cross functional team which won an award for creating an AI onboarding project for the company hackathon.

Growth Product Manager, Phorest. 2018 - 2020

- Performed deep product discovery and competitive analysis, conducted willingness-to-pay research with former and existing customers which informed our product pricing and market positioning.
- Defined product strategy for mobile product. Created, prioritised and managed the roadmap/backlog, communicating regularly to leadership on progress against OKRs.
- Presented product features and strategy at major international industry events, company events and trade shows which were featured in industry publications, helping to raise the company profile in new markets.
- Led the migration of 4000+ iOS and Android apps to a modern React Native stack with extensive new automation which unlocked the product to scale.
- Improved app adoption with a 20k+ net DAU add and an increased conversion rate resulted in 100K+ new appointments booked monthly.
- Led the integration of Zendesk leading to a reduction in support queries, Salesforce which led to better data flowing to sales teams and C-Suite reporting, and an LMS which improved customer onboarding times.

B2C Growth Manager, Phorest. 2018

- Leveraged quantitative and qualitative data to design growth experiments.
- Conducted user research, customer interviews and A/B tests with prototypes.
- Implemented an ideas funnel and prioritised using RICE.
- Led the revamp of the Phorest.com website which delivered an increase in marketing qualified leads and enabled new marketing opportunities.

Product Designer & Developer, Bamboo Digital. 2014 - 2018

- Designed & developed the frontend for an enterprise legal tech product used by FTSE100 companies.
- Conducted all aspects of project lifecycle from sales, negotiation, discovery, market analysis, UI/UX design, web development to delivery and customer support.
- Led projects for clients such as DogBuddy (Rover.com), MyWallSt.com, Brightflag, Phorest, and SMEs such as Atlas Language School to revamp websites or products.
- Developed custom websites using PHP, custom Wordpress templates, HTML, CSS and MYSQL.
- Mocked up low-fi prototypes using Balsamiq, mid or hi-fidelity prototypes using Photoshop or Sketch, and presented to clients with InVision for customer feedback.

UX/UI Designer & Developer, Freelance. 2012 - 2014

Performed all aspects of website design and development from ideation to launch. Designed print materials, graphics and animations. Gathered requirements, scoped

solutions with customers and planned projects. Worked closely with stakeholders to ensure products were delivered on time, budget and to spec.

English Teacher, JET Program, Japan. 2007 - 2011

Taught English to Elementary, Junior and High school students in Kobe, Japan. Proactively designed courses and used video projects to help students learn faster.

EDUCATION

Dublin City University. BA Honours Applied Languages: French and Japanese, 2007.

ADDITIONAL INFORMATION

- Reforge Courses: Generative AI Strategy, Growth Series, Advanced Growth Series.
- Certified in Agile with Professional Scrum Product Owner I, Google Analytics Qualification, User Experience, SQL. Advanced AI Product Management.
- Interests: Scuba diving and snorkelling, football, triathlons and latest tech trends such as AI.
- Languages: English native speaker, business Japanese, intermediate French and basic Portuguese.

PROJECTS

- [EndaGlacken.com/AI](#). Explorations in AI with Midjourney, Dall E, Pica, Runway.
- [Learn Product Management](#). Designed and developed a website & React Native app for learning resource for aspiring Product Managers.
- [Bark Around Ireland](#). Designed and developed a React Native app for dog friendly activities in Ireland.

References available upon request.