

MARY TAYLOR

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Product Manager – B2B SaaS & Enterprise Platforms

Product Manager with an engineering background and 8+ years of experience building and scaling products in fast-growing SaaS and platform environments. Successfully led zero-to-one product launches, scaled enterprise and consumer user bases to 300K+, and improved activation and retention through data-informed experimentation. Brings a strategic, entrepreneurial approach to translating customer needs and business goals into high-impact product outcomes.

WORK EXPERIENCE

Product Manager at Supertaxi, London (UK)

Feb 2021 - Present

UK ride-hailing platform serving B2C and B2B travel customers | www.supertaxi.com

- Led end-to-end strategy and launch of the 1st B2B desktop app, identifying an underserved enterprise segment and defining a zero-to-one product vision that grew active users to 300K+ in 18 months.
- Improved user activation by 35% YoY by leveraging data analytics and user research to redesign the onboarding experience, introduce role-based dashboards, simple account setup, and usage nudges that increased week-4 retention by 18 points.
- Led a 10-person cross-functional team (engineering, design, data) using Agile Scrum; implemented OKRs tied to activation and retention that improved sprints from 65% to 95% on-time delivery.
- Partnered with product marketing team to create new messaging, pricing tiers, and sales enablement materials supporting enterprise deals that doubled ARR and shortened the sales cycle by 30%.

Creator of Investainable.com

Aug 2019 - Present

I created Investainable.com to give advice on sustainable investment opportunities.

- Achieved £1K per month revenue in 2020 through sponsorships by investment products.
- Grew to 3K monthly visits and 4K newsletter subscribers.
- Coordinate pool of writers to generate 6 articles per month.

Lead Engineer at Early Unicorn, London (UK)

Sep 2018 - Feb 2021

Early Unicorn is a new mobile bank with headquarters in the UK.

- Promoted to lead a team of 5 engineers after 2 years focusing on the launch of an insurance product.
- Built RESTful web service APIs for our iOS, Android and internal web apps.
- Redesigned early marketing website leading to a 10% improvement in app downloads.

Product intern at Nice Work, San Francisco (USA)

Jul 2018 - Aug 2018

Nice Work is a provider of file hosting services for the B2C and B2B industries.

- Conducted research with 40+ users to help prioritise new payment methods to be rolled out.
- Created user stories for an 8-person squad working to enable users to checkout using Apple Pay.

EDUCATION

MEng Computer science, A University (UK)

Sep 2013 - Jun 2017

Undergraduate course, subjects studied included: algorithms, interaction design, and entrepreneurship.

- Graduated with 1st Class honours and won a distinguished achievement undergraduate award (10 awards for ~1,000 students).
- President – FinTech Club – led a 5-person leadership team, organized 6 industry events with 300+ attendees, grew membership by 200%, and secured corporate sponsorship to support operations.

ADDITIONAL SKILLS & INTERESTS

Languages: English (native), Spanish (fluent).

Programming: proficient in Python, Java, C/C++, CSS, HTML, R, and Arduino.

Tools: Microsoft Office, Sketch, Figma, Tableau. Plus, Agile, Scrum and Waterfall methodologies.

Interests: Investing, financial blogging, rock-climbing and playing piano (badly).