

Clive Lancaster

Digital Product Manager

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PROFILE

Accomplished Digital Product Manager with 15+ years of experience, combining deep full-stack development expertise with proven product leadership across health-tech, prop-tech, e-commerce, and enterprise SaaS. Specialises in regulated environments (SNOMED CT-AU, FHIR/HL7, Secure Messaging, eReferrals), delivering interoperable, revenue-generating solutions that connect clinical, technical, government, and commercial stakeholders. Demonstrated track record of launching market-first products, securing multi-million-pound contracts, and driving recurring revenue streams through data-informed roadmaps and cross-functional execution.

KEY SKILLS

Domains	Health-tech (FHIR, HL7, SMART on FHIR, SNOMED CT-AU, Secure Messaging, eReferrals, Medicines DaaS) • Prop-tech • E-commerce • Enterprise SaaS
Product Leadership	Strategy & Vision • Discovery (JTBD, Opportunity Solution Trees) • Roadmapping (OKRs, North Star Metrics, RICE/WSJF) • Backlog Prioritisation • Stakeholder Management • Go-to-Market • Product Lifecycle Management • Agile/Scrum (CSPO certified)
Tools & Methodologies	Jira • Aha! • Azure DevOps • Confluence • Figma • Miro • User Story Mapping • Customer Journey Mapping
Research & Analytics	User Interviews • A/B Testing • NPS • Google Analytics • Hotjar • SQL • Tableau • Competitive Analysis
Technical	Full-Stack Development (.NET, C#, JavaScript, SQL) • APIs & Integrations • Cloud (AWS, Azure)

KEY ACHIEVEMENTS

- **Positioned Telstra Health as a national leader in digital health interoperability** by leading delivery of Australia's first secure, interoperable SMART on FHIR work capacity certificate, resulting in subsequent multi-million-dollar government contracts (ReturnToWorkSA).
- **Created a new recurring revenue stream for MedicalDirector** by establishing and launching the organisation's first medicines Clinical Decision Support (CDS) Data-as-a-Service platform, mapped to AMT (SNOMED CT-AU), achieving a signed customer contract (2018–2019).
- **Generated £400k+ in incremental annual revenue** for the UK's #1 personalised gifts retailer (Getting Personal) by defining, building, and delivering a custom retail data analytics platform directly aligned to core business KPIs.
- **Improved conversion, reduced churn, and elevated brand quality** across 290+ independent hotels by leading the end-to-end rebranding and delivery of Best Western Hotels' UK/Europe business-critical marketing and e-commerce platform in collaboration with internal teams and external partners.
- **Reduced financial processing time by 80% and eliminated manual errors** by leading the automation of credit-card reconciliation workflows across Best Western Hotels' phone-based sales channels.

EXPERIENCE

Product Manager

Telstra Health

Sydney, Sep 2022 to Present

Australia's largest eHealth software and technology provider.

- Define quarterly OKRs and roadmap scope for Clinical Decision Support (CDS) products including AusDI, Medicines DaaS, AIDH, DRTC, Entry Point and Access Control System (ACS), reporting to Product Lead.
- Own backlog prioritisation and stakeholder alignment across clinical, technical, and commercial teams.
- Partner with sales and pre-sales to shape government and enterprise deals.
- Drive data-informed iteration using customer feedback loops and usage analytics.

Product Owner

Telstra Health

Sydney, Dec 2020 to Sep 2022

- Planned and executed roadmap for Kyra Secure Messaging (Argus), ConnectingCare & eReferrals, aligning with hospital and GP strategies.
- Led cross-functional squads (8–12 engineers, UX, QA) to deliver secure, compliant integrations.
- Supported BD in winning government tenders and private healthcare contracts.

Snr. Professional Product Owner

CoreLogic Asia Pacific

Sydney, Jan 2020 to Dec 2020

Cotality (formerly CoreLogic Asia Pacific) a global leader in property data and insights.

- Developed and executed product roadmap successfully achieving key business goals and KPI's within budget.

- Provided guidance to the recent sale's agile delivery team to achieve business goals and objectives.
- Collaborated with other businesses units and customer stakeholders to deliver positive customer outcomes.
- Developed the business case for the Recent Sales division insight of market competitors and operational efficiencies.

Product Manager

MedicalDirector

Sydney, May 2017 to Nov 2019

Telstra Health (formerly MedicalDirector) a leading GP and practice management software provider in Australia.

- Developed product roadmap and managed product backlog for the Clinical Content division in line with the product strategy.
- Managed the delivery of a business first Medicines DaaS from conception to initial customer contract.
- Increased customer satisfaction and Net Promoter Score for AusDI by working with integration partners including the SHPA, IMGateway and FDB to deliver additional product offerings.
- Enhanced efficiency and sustainability of pharmaceutical document management by managing the migration and delivery of a current version of Allette Systems PageSeeder.
- Developed feature wireframes and mock-ups for AusDI desktop and mobile using insights from UX designers.
- Delivering support and maintaining relationships for government state held health contracts.

Senior Business Analyst

MedicalDirector

Sydney, Dec 2016 to May 2017

- Owned the customer requirements for the Clinical Content division
- Enhanced delivery management and efficiency of both business and technical processes
- Responsible for Agile process and Sprint management
- External and internal stakeholder management
- Leadership and management of delivery channels

Business Analyst

X Channel Marketing Ltd.

York, Apr 2016 to Sep 2016

X Channel Marketing specialises in retail data collection transformation and analysis.

- Collaborated with retail clients to capture onboarding and change-request requirements, producing clear functional specifications supporting product and data platform updates.
- Improved internal analysis and documentation processes, increasing efficiency and consistency across delivery teams.
- Supported the design and enhancement of FRS documentation for clients including Boohoo, Jack Wills, Ann Summers and Getting Personal.
- Contributed to extending the ETL data warehouse to support new analytics capabilities for marketing and sales insights.
- Coordinated internal and client-facing project activities, strengthening stakeholder communication and delivery alignment.

Software Developer

World Nomads Group Pty Ltd.

Sydney, Dec 2014 to May 2015

nib Travel (formerly World Nomads Group) specialises in online travel insurance for global consumers.

- Delivered enhancements across customer-facing travel insurance products, working in Agile teams and collaborating with product owners using C#, .NET, AngularJS and CMS platforms.

Senior Software Developer *Maximus International Pty Ltd.* *Sydney, Jun 2011 to Oct 2014*
Hybrid role including full Business Systems Analysis responsibilities

Leadership development and talent management consultancy.

- Hybrid BA/product/engineering role designing and delivering SaaS HR and talent management solutions for enterprise clients including Telstra, Johnson & Johnson and 3M.

Software Developer / Systems Analyst *Best Western Hotels Ltd.* *York, Apr 2005 to Mar 2011*

Hotel marketing and management services provider.

- Developed and maintained web and business systems, conducted requirements analysis, and supported delivery of technology solutions for hospitality operations across multiple brands.

EDUCATION & CERTIFICATIONS

- Certified Scrum Product Owner (CSPO) *Scrum Alliance, 2022*
- BSc (Hon) Computer Studies (2.1) *Teesside University, Middlesbrough, 2002 to 2004*
(Dissertation: Medical Information Systems using Microsoft Technologies)
- HND Computing (Information Technology) *Teesside University, Middlesbrough, 2000 to 2002*
- First Aid *St John Ambulance Australia (NSW)*
- ICARE Customer Services Course *Interchange & Consort Hotels, York, 2011*
- City & Guilds AutoCAD 2D & 3D Design *York College of Further & Higher Education, York, 1999 to 2000*

LANGUAGES

English (Native) • Afrikaans (Conversational) • German (Beginner)