

# 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

|                                  |   |
|----------------------------------|---|
| <b>Domains</b>                   | Health-tech (FHIR, HL7, SMART on FHIR, SNOMED CT-AU, Secure Messaging, eReferrals, Medicines DaaS) • Prop-tech • E-commerce • Enterprise SaaS   |
| <b>Product Leadership</b>        | 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) |
| <b>Tools &amp; Methodologies</b> | Jira • Aha! • Azure DevOps • Confluence • Figma • Miro • User Story Mapping • Customer Journey Mapping  |
| <b>Research &amp; Analytics</b>  | User Interviews • A/B Testing • NPS • Google Analytics • Hotjar • SQL • Tableau • Competitive Analysis  |
| <b>Technical</b>                 | 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)