Alex Crowley
Melbourne | crowleyalex783@gmail.com | LinkedIn

Product Manager with 6 years' experience across agencies, start-ups, and scale-ups in both B2C & B2B verticals. Experienced across all aspects of the Product lifecycle from early-stage discovery & market validation to leading teams on cross-functional delivery & post-launch analytics.

CAREER HISTORY

Founder | Nala | October 2026 - Present
Founded usenala.co.uk, a customer interview synthesis and decision making tool for modern product teams

- Nala is an evidence-based customer interview analysis tool that uses a mixture of classical ML models, NLP techniques, System One AI (Jev) and LLMs to analyse customer interviews for product discovery.
- I founded Nala to solve a real problem I previously faced as a PM in early-stage start-ups; team alignment on user behaviour. Nala combines analytical rigour in its analysis with an intelligent document editor, taking insights that would otherwise be lost in research repositories to compelling, shareable cases for their stakeholders.

Co-Founder | OpenStable | March 2026 - Present
Co-founded openstable.co.uk, a UK-based equestrian marketplace (think AirBnB for horses & equine businesses)

- AI-native product, designed, built & launched with Claude Code as the primary tooling. Currently in early growth stages with approx **1000 MAU.** OpenStable is a three-sided B2C marketplace product allowing members of the equestrian community in the UK to find livery, fill stables & book services in one experience.
- The product has experienced quick growth, with users spanning the length of the UK and more onboarding everyday. We operate both a freemium model & a percentage take-rate on completed service bookings within our platform.
- I own the entirety of the build & product strategy side at OpenStable, with my co-founder focussing on user acquisition. Android & iOS native apps are complete developmentally at this time, pending app store review.

Product Lead | Rebelled Apps | May 2025 - Present
Product Manager at Rebelled Apps Melbourne. Developing product strategy & delivery for multiple clients

- I oversee the product portfolio at Rebelled. In my time here I've launched 8 B2C & B2B products to market spanning across fitness, mental health & wellbeing, gig bookings & mortgage preparation, subsequently generating **500k AUD** + for the business.
- I design and develop products myself using Claude Code including web-apps in the mortgage readiness space and native apps across room sharing & mental health coaching. I own the entirety of the product process, from early-stage discovery and product strategy sessions with clients, through to design iterations, develop testing & launch.

Product Growth Manager | GiveMatch | July 2024 - February 2025
Developing solutions for B2B & B2C users in the charity-tech sector

- Increased consumer fundraiser engagement **28%** through modified fundraising features. Coordinated cross-functional teams to secure **£150,000** additional match-funding for charity customers
- Designed and executed A/B tests on core user journeys, resulting in **8% drop-off reduction** between pages; leveraged data analysis to implement UX changes and presented findings to senior stakeholders
- Led refactoring of billing & reporting features within B2B dashboard using agile sprint planning and JIRA management; delivered optimised customer reporting features that **reduced reporting queries by 10%**

- Managed research & scoping of first 'Events' feature through user interviews, data analysis (Python/Pandas), and quantitative fundraiser metrics; developed business case with mid-fi wireframes, data model changes, and prioritised user stories using RICE methodology

Product Manager | quester.io | July 2023 - July 2024
Building a community-driven ed-tech platform for hundreds of thousands of international students

- Initiated and led development of core features, including user content voting and nested comments, through a comprehensive product lifecycle: user interviews, empathy mapping, usability testing, epic writing, and analytics implementation

- Collaborated with C-suite and remote engineering teams on both backend specifications and frontend implementation, driving **33% increase in North Star Metric** (Weekly Active Likers)

- Developed the first monetised feature by translating market needs into functional requirements, resulting in **initial sales of £3,000**

- Designed and facilitated stakeholder workshops using Opportunity Solution Trees (OST) and North Star Framework to establish product strategy with defined input metrics and leading/lagging indicators. Defined & implemented product roadmap as a result of the workshop

Product Strategist | LAB | September 2021 - July 2023
Solving Product, UX & Research challenges for clients across banking, retail, TV, marketing & more

- Collaborated with cross-functional teams to scope and launch an internal dashboard tool for J.P.Morgan Markets, **increasing trader engagement by 350%** through streamlined user engagement capabilities

- Led data-driven research initiative for COTY (Marc Jacobs) using Python, Pandas, and ML-based segmentation (K-means algorithm), increasing targeted **customer engagement by 30%**

- Conducted in-depth user research for UKTV Play product redevelopment, creating data-driven personas and developing wireframes in Miro for custom user journeys.

Product Growth Executive | Inkitt GmbH (Berlin) | July 2016 – July 2017
Predicting best-selling novels using research & data

- Conducted in-depth user interviews for the 'Readers' segment, analysing transcripts through NLP techniques to identify pain points and develop actionable product recommendations that improved acquisition and engagement

EDUCATION

The University of Manchester 2020 - 2021 | MSc Linguistics (Distinction).

- Applied machine learning (logistic regression) to model quantitative language data for statistical analysis in research

Manchester Metropolitan University 2017 - 2020 | BA Linguistics (1st Class)