

## Contact

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www.linkedin.com/in/

saidjamesphilip (LinkedIn)

www.saidjamesphilip.co.za

(Personal)

## Top Skills

Generative AI

Leadership

Communication

## Languages

English (Full Professional)

Afrikaans (Professional Working)

## Certifications

Introduction to Generative AI

Become a Product Manager | Learn the Skills & Get the Job

Advanced Product Management: Vision, Strategy & Metrics

Advanced Product Management: Leadership & Communication

# James Lawrence

Head of Product: Marketplaces, Jobs & Sports at Ringier South Africa

Hermanus, Western Cape, South Africa

## Summary

Currently;

Head of Product: Marketplaces, Jobs & Sports @RingierSouthAfrica

Building, Supporting & Empowering Product → @RingierSouthAfrica

Technology + Developer wrangling • Sprint Planning • Ticket creating  
• Business innovating • User-focused • CEO dealing • Delivery driven  
Human

I am responsible and accountable to ensure the success of our Marketplace, Jobs & Sports verticals @ Ringier South Africa. Working closely with internal & external stakeholders to ensure goals and key initiatives across the platforms are met. As well as coordinating cross-platform operational and technical priorities to drive;

- process,
- data-driven mindset and,
- sharing for the mutual benefit of all Verticals → ensuring our PM teams are geared for success.

I strive to articulate, set, and deliver our vision and strategy - ensuring these are not just words on paper but.... real & physically delivered moments!

Core competencies:

People orientated • Team motivator • Strong communicator • Project management • Time & Planning management • Account & Business management • Solution driven • Reliable • Delegating and resource management • Willingness to learn and upskill myself

"I would rather work & know people - which fall forward into problems, than people who fall backwards"

- Medford Torr (<https://www.linkedin.com/in/medfordtorr/>) - (my favorite statement of the year)

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## Experience

### Ringier South Africa

5 years 2 months

Head of Product: Marketplaces, Jobs & Sports

March 2021 - Present (4 years 2 months)

South Africa

As the Head of Product: Marketplaces, Jobs & Sports @RingierSouthAfrica

I am responsible and accountable for ensuring the success of our cross Marketplace projects affecting verticals in Ringier South Africa.

Working closely with internal & external stakeholders to ensure goals and key initiatives across the Jobs, Cars, Property, and Horizontal platforms are met. As well as coordinating cross-platform operational and technical priorities to drive;

→ process,

→ data-driven mindset and,

→ sharing for the mutual benefit of all Verticals → ensuring our PM teams are geared for success.

### Product Manager: Jobs

March 2020 - March 2021 (1 year 1 month)

Cape Town Area, South Africa

My mission in our Ringier South Africa ecosystem → is to build the world's most transparent, user-focused & scalable Jobs Platform.

Created to empower, inspire & support all the activities of our Ringier Jobs Technology, User Experience, and Product ecosystems.

Currently building & Supporting;

Africa

Jobberman Nigeria: <https://www.jobberman.com/>

Jobberman Ghana: <https://www.jobberman.com.gh/>

BrighterMonday Kenya: <https://www.brightermonday.co.ke/>

BrighterMonday Uganda: <https://www.brightermonday.co.ug/>

Asia

MyJobs Myanmar: <https://www.myjobs.com.mm/>

WebVitalize.io

Product Lead

September 2021 - February 2022 (6 months)

South Africa

After receiving great feedback for an in-house tool we built to support the group on their Core Web Vitals journey, we've decided to open it up to the rest of the world as a stand-alone SaaS product.

WebVitalize was built to make sense of Core Web Vitals scores and reduce our developer's frustrations in trying to keep track of them across multiple sites. Instead of just following generic RUM, Lighthouse, or CrUX API approaches, we combined the best bits of all of the above and wrapped it into a UI and tool-set that makes sense to Developers and SEO practitioners.

Instead of waiting 28 days for the full impact of a change to be visible, we're now able to see the impact of a change within 8 minutes, and above 95% accuracy in predicting the 28-day score!

<https://www.webvitalize.io/>

ROAM (Ringier One Africa Media)

4 years

Head of Product & Technology: ROAM Jobs

June 2019 - February 2020 (9 months)

Cape Town Area, South Africa

My mission in the Vision at ROAM Jobs is to empower, inspire & support all the activities of our Jobs Technology, User Experience, and Product ecosystem.

I am responsible and accountable for the oversight of all aspects of operations, service delivery, and management. I strive to articulate, set, and deliver the

vision and strategy - ensuring the team is aligned with the business's core vision, mission, and values.

Highlight(s) package ##

Lead + empower a team of kick-ass-world-class;

- Developers
- UX
- Product Designers
- Product Managers
- Data Wranglers

The role also includes;

- QA'ing
- Mentoring
- Strategizing
- Coding
- + Coffee making coffee ##

Head of Product: ROAM Jobs

January 2019 - June 2019 (6 months)

Cape Town Area, South Africa

Product Manger: ROAM Jobs

March 2016 - January 2019 (2 years 11 months)

Cape Town Area, South Africa

Product Manager for the Jobs Vertical of ROAM ([www.roam.africa](http://www.roam.africa))

We operate the largest jobs marketplaces in East and West Africa.

- Our brands in West Africa - Nigeria and Ghana ([www.jobberman.ng](http://www.jobberman.ng), [www.jobberman.com.gh](http://www.jobberman.com.gh)).
- Our brands in East Africa - BrighterMonday Kenya, Tanzania & Uganda ([www.brighermonday.co.ke](http://www.brighermonday.co.ke), [www.brighermonday.co.tz](http://www.brighermonday.co.tz), [www.brighermonday.co.ug](http://www.brighermonday.co.ug)).
- Our Pan-African Executive Recruitment company The African Talent Company ([www.tatcafrica.com](http://www.tatcafrica.com))

Summary of my role below:

Product Strategising • Developer wrangling • Sprint Planning • Ticket creating  
• Business innovating • Customer focus • User centric • Delivery driven ->  
Product Management

#### Organizational Duties:

- Communicate the high-level market vision to development and implementation teams
- Manage and master an efficient and effective cooperation between central IT and the local CEOs
- Maintain professional and technical knowledge through educational workshops, publications or networks, and carry this knowledge into the organisation
- Champion and lead the Product Vision and Strategy
- Ensure communication of product releases

#### Functional Duties:

- Establish product success targets including ROI before implementation, and lead the delta analysis after go-live
- Translate product strategy into detailed requirements and specification documents
- Drive the product development process: Closely liaise with markets, generate product development requirements, determine specifications to establish the best solutions
- Perform regular user, market and competitive product research
- Manage the vertical development team through agile methodologies like Scrum and Kanban
- End-to-end ownership and execution on development projects
- Consult CEOs on local operational requirements for successful launch
- Determine product pricing by utilizing market research data, review costs, and anticipating order volume
- Lead, prioritize and manage the product development roadmap

#### Bad Weather

#### Business Manager

March 2014 - March 2016 (2 years 1 month)

Cape Town

As the Business Manager I am responsible for the development of ongoing business relationships as well as new business relationships from the prospect stage through to existing client management.

I perform in the area of strategic consulting. This including business planning & sales strategy development. I am also responsible for all forms of marketing and social brand development.

## Urbian

### Digital Account Manager

October 2013 - March 2014 (6 months)

- Taking and creating briefs that are clear and thorough for the client and studio
- Create cost estimates and quotes
- Get projects signed off with decent lead times
- Processing Invoices and ensuring client is aware of project and payment terms
- Assist in ensuring that clients sign-off on all major approval milestones
- Team and project management
- Check work against brief before all major client viewings
- Ensure that KPIs are requested before a project has started and report on these on go live
- Lead the clients on approvals to ensure we stay on track with KPIs

## Hero Strategic Marketing

### Account Manager

March 2012 - October 2013 (1 year 8 months)

Cape Town Area, South Africa

- Management of various accounts (Client facing)
- Management of sales goal/target
- Troubleshooting of digital based projects
- Project managing jobs/elements from start to finish
- Management of creative process through briefings and reviews
- Leading and assisting with strategic planning and concepts
- Team leading
- Timing and budgeting plans
- Managing of work flow through relevant channels and software

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## Education

University of South Africa/Universiteit van Suid-Afrika  
Bachelor of Business Administration (BBA), Marketing/Marketing Management,  
General · (2008 - 2012)

CBC St Johns Parklands  
Grade 12 / Matric · (2006 - 2007)

Parklands College  
· (2002 - 2006)