

# Charlotte Fereday / Product Leadership

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Product + Strategy + Execution + Leadership +

## ABOUT ME

I am a product strategist, leader, business builder, facilitator, researcher, maker and storyteller.

I solve messy problems and inspire diverse teams to define, design, build and grow products and services that have impact.

I'm excited by the potential for design to make a positive impact on the world by reducing complexity.

## STRENGTHS

I bring clarity out of confusion  
I am deeply curious  
I get what makes a good product  
I am resilient  
I craft a mean investment deck  
I am creative and commercial  
I am calm under pressure  
I focus on helping teams to thrive  
I am not easily daunted  
I think people are the best bit

## EDUCATION

### Postgraduate / MSc (Distinction)

London City University, 2013-2015  
Innovation, Creativity & Leadership

### Undergraduate / BA Hons (First Class)

University of Hull, 1992-1996  
American Studies

## RECENT CAREER HISTORY

### 11:FS Group Ltd / Product Director

Jan 2022-present

Heading up the product practice for 11:FS Ventures team I have worked with major brands and scale ups to find product solutions to pressing business problems. I have grown a team of motivated and talented product managers, and mentored other team members across the business.

### frog / Product & Business Design Director

October 2018-January 2022

Working with major clients including LEGO, NHSx, Barclays, and scale ups including Rappi, SMARTY mobile, and Koru Kids.

During my time at frog I built a globally recognised Inclusive Design capability, including two online tools: [Cards for Humanity](#) and [The Universal Score](#) to help product people to design more inclusively. I've spoken about it at Pi People, JAM London and WIN (Women in Innovation).

### Charlotte Fereday Ltd / Product Strategist

July 2014-2018

Worked with a range of clients to define and deliver propositions, products and services. Clients included Public Health England, Lloyds Bank, Santander, T. Rowe Price, Sainsbury's, London & Partners, Saberr.

### R/GA / Creative & Strategist / Head of Copy

2009-2014

During my time at R/GA I worked on high impact products and propositions for clients including the BBC, O2, Heineken, Nokia, Nike, Goldman Sachs and Pearson.