
Garth Goodman

Location: Sandton, South Africa

Email: garthgoodman01@gmail.com | **Phone:** 078 197 8684 | **LinkedIn:** <https://www.linkedin.com/in/garth-goodman-b2572b167/>

Professional Summary

Dynamic and results-driven leader with over a decade of experience in driving innovation, digital transformation, and operational excellence within technology and marketing environments. Expertise in leading cross-functional teams, implementing agile methodologies, and managing complex product lifecycles. Proven track record in restructuring processes, optimizing costs, and delivering high-impact solutions that drive revenue and growth.

Core Competencies

- Digital Transformation & Innovation
- Management Consultant
- Product & Solutions Management
- Agile & Scrum Methodologies
- Stakeholder & Client Management
- Business Process Reengineering
- Financial & Operational Management
- Team Leadership & Development
- User Experience (UX) & Interface (UI) Design

Digital Product Owner, Innovation Lead | Brolink | Johannesburg

April 2023 – Present

- **Innovation & Leadership:**
 - Winner of the Brolink Innovation Award two years in a row for outstanding contributions to digital product development.
 - Elected as Chairman of Manco, demonstrating strong leadership and influence within the organization.
- **Product Development & Ownership:**
 - Led end-to-end development of digital products, managing product lifecycles and aligning deliverables with business objectives.
 - Defined product vision, strategy, and roadmap based on market research, customer feedback, and business goals.
 - Collaborated with developers, solution architects, designers, and stakeholders for seamless product feature execution.
 - Prioritized product backlogs, managing feature enhancements, bug fixes, and technical debt for timely product releases.
- **Agile Product Management:**
 - Created and maintained user stories, acceptance criteria, and documentation to guide development efforts.
 - Led backlog grooming sessions, refining the backlog based on business needs and customer feedback.
- **User-Centered Design & Feedback:**
 - Gathered user feedback through surveys, usability testing, and analytics to iterate on product designs and enhance user experience.
 - Introduced UX/UI frameworks to create intuitive user journeys, ensuring high usability standards.

- **Market & Competitor Analysis:**
 - Conducted ongoing market research and competitor analysis to identify trends and opportunities for product differentiation.
- **Technologies and Departments:**
 - Robotic Process Automation (RPA), Generative AI, Website Development (Frontend), UI Design & Prototyping, Marketing & Branding

Head of Product & Solutions | Injozi Technology Studio | Johannesburg

August 2021 – April 2023

- Drove product management initiatives, managing product lifecycles from ideation to launch.
- Implemented Agile and Scrum methodologies across departments, restructuring project management strategies.
- Led cross-functional teams in the design, development, and deployment of digital products, improving efficiency.
- Maintained stakeholder relationships, ensuring alignment on project goals.
- Reduced operational expenditures and improved AWS maturity through infrastructure cost management reviews.

Head of Product Development & Operations - Robotic Process Automation | Datora | Johannesburg

October 2019 – August 2021

- Optimized internal processes and project management by transitioning to a DevOps and Agile environment.
- Established RPA Centres of Excellence (COEs) and Automation Operating Models (AOMs), improving process automation.
- Managed budgets, cost controls, client relationships, and RPA programs.
- Implemented User Acceptance Testing (UAT) frameworks to ensure quality product delivery and client satisfaction.

Consultant - Project Management | Custom Dev | Johannesburg

January 2018 – January 2021

- Consultant on mobile and web application projects, managing budgets, timelines, PM frameworks and client expectations.
- Collaborated with development teams on UI/UX design, aligning deliverables with client requirements.

Business Development Manager – Payment Technology & Fintech | Terrapinn | Johannesburg

September 2018 – October 2019

- Secured key clients in banking and fintech sectors through strategic business development.
- Managed international events and conferences in collaboration with global project teams.
- Supported digital marketing campaigns, enhancing client engagement and market reach.

Project Lead (Software & Audio) | New Reality | Johannesburg

May 2016 – August 2018

- Managed VR/AR projects, overseeing agile development teams for timely delivery.

- Led sound design for multimedia projects, integrating audio assets into VR and AR experiences.

Freelance Sound Design Lead & Creative Director | Focus Media | Johannesburg*January 2011 – February 2016*

- Worked on multimedia, film, and activation projects for agencies, meeting client expectations.

Education

Higher Diploma in Music Production – Campus of Performing Arts, 2009

Diploma in Music Production – Campus of Performing Arts, 2008

Certifications

- UiPath

Awards

- Loeries – Bronze, 2019
- Bookmarks Award – Bronze, 2019
- Bookmarks Award – Silver, 2019

References

Available upon request