

RONNI PATEL

Product Leader (Senior PM / Head of Product)

 ronnipatel.com

 +44 7794 516 669

 Crawley, UK

 ronni@ronnipatel.com

 Ronni's Product Take

 [/in/ronnipatel](https://in.linkedin.com/in/ronnipatel)

SUMMARY

- Product leader with 15 years experience delivering in a lean, startup-like environment that outperformed larger competitors through reliable delivery and a nuanced understanding of customer problems.
- Trusted early to lead senior initiatives, later advancing to Head of Product and working directly with the CEO on company-wide strategy.
- Designed and delivered products for major UK housing providers, improving efficiency and visibility across customer service, operations, supply chain and finance.
- Directed strategy for seven products and launched several new ones, including mobile apps, self-service platforms and a scheduling system that cut fuel costs by 30% for 800 engineers.
- Modernised legacy systems into scalable, cloud-ready solutions now managing over one million UK properties through lean, iterative delivery.
- Introduced cross-functional product pods and agile practices to strengthen team ownership and velocity.
- Aligned and balanced business needs with what users value, using OKRs, research and experiments to guide teams towards clear and measurable outcomes.
- Founded and run a consultancy advising organisations on product strategy, positioning and modern delivery practices.
- AI-native and hands-on: applies modern tools such as n8n, Replit, Lovable and Claude CLI to prototype, automate and ship new ideas.

EXPERIENCE

Jan 2025 – Present

Founder & CEO | NeatLaunch, London

- Consultancy supporting startups and SMEs with product definition and delivery.
- Won Sovereign Network Group; redesigned call-centre triage to cut failed appointments and improve diagnosis speed.
- Advised founders on product-market fit, technical direction and growth strategies.

Oct 2021 – Sep 2024

Head of Product | ROCC Housing Technology, Brighton

- Scaled product portfolio during this period with 5 new products including a major platform responsible for managing 1M UK properties.
- Led and directed all product strategy over a 3-year roadmap for seven products in the group's portfolio.
- Aligned design, engineering and commercial teams to improve the product function's effectiveness and velocity.
- Ideated and led a strategic user group that converted customer insight into long-term enterprise contracts worth £0.5–£2m through feedback-driven delivery.
- Aligned with commercial teams to generate £300k+ in new business via a combination of product-led strategies, demos and procurement partnerships.

Oct 2016 – Oct 2021

Senior Product Manager | ROCC Housing Technology, Brighton

- Designed and delivered integrated features; led change projects on time and within budget.
- Unified four development teams; improved collaboration, speed and reduced technical debt.
- Supported sales efforts contributing to £1m+ new business via demos and pre-sales.

May 2009 – Oct 2016

Consultant → Senior Consultant (Earlier Roles) | ROCC Housing Technology, Brighton

- Delivered client rollouts and digital transformation projects; strong customer engagement and solution design foundation.
- Worked with engineering to improve products through continuous feedback loops.

Jun 2005 – Jun 2006

BI & M&A Support | Oracle Corporation, Reading

- Supported BI and M&A teams, gaining early experience with large-scale data and systems.

PRODUCTS

Dynamic Scheduler

Operational efficiency

Built to tackle daily disruptions like staff sickness, traffic and overruns. A real-time engine scores every job and resource, matching by skill, distance and urgency while keeping customer appointments intact.

Impact: 30% reduction in fuel costs across a fleet of 800, higher workforce productivity and stronger on-time and first-time-fix performance.

Offline Mobile

Field operations

Created for engineers working without reliable signal. Enables full offline data capture, media uploads and compliance forms that sync automatically. Built-in safety features and form logic cut admin at source.

Impact: Reduction in admin overhead, faster reporting and reduction of human introduced error on compliance documentation across regulated trades.

Operative Tracking

Live field visibility

Designed to give planners live oversight without invading privacy. Tracks only work devices during shift hours, showing location, availability and skill in real time.

Impact: 40% faster emergency response and measurable efficiency from zone and route optimisation.

Contractor Portal

Supply chain visibility

Built to replace legacy contractor admin via email and phone. Contractors receive, update and close jobs with photo evidence and certificates before invoicing.

Impact: 40% admin reduction, fewer reworks and faster payment cycles with full accountability.

Resident Portal

Customer experience

Developed to reduce call-centre strain and empower residents. Enables repair booking, rent payments and live updates 24/7 through one secure portal.

Impact: 25% lower call volume, improved transparency and higher satisfaction scores.

Standard APIs

Legacy modernisation

Delivered a unified API layer exposing all core functions — scheduling, stock, finance — to remove bespoke integrations and accelerate partner onboarding.

Impact: 30% lower maintenance overheads and faster integrations.

Gantt Project Application

Multi-team coordination

Created to simplify complex project management. Combines visual Gantt view with live scheduling data for auto-replanning and resource alignment.

Impact: Major time savings, fewer delivery delays and unified visibility across teams.

Enterprise Back Office

End-to-end operations

Consolidated property, scheduling, stock and finance into one platform. Enabled engineers to collect materials directly from merchants with automatic reconciliation.

Impact: 15% time saved on finance reconciliation, error-free supply chain and smoother cross-team collaboration.

SKILLS

Leadership

Executive stakeholder management; Product vision and strategy; Cross-functional alignment; Building and scaling product teams; Outcome-based delivery; Coaching PMs and delivery leads

Product

Enterprise SaaS and B2B platforms; Portfolio management; Discovery and validation; Customer insight and problem framing; Roadmapping and prioritisation; Experimentation and data-led iteration; UX collaboration and design reviews

Commercial

Client strategy and growth; RFP and tender leadership; Enterprise pre-sales; Commercial negotiation; Customer retention; Go-to-market planning; Translating product value for senior buyers

Data & Systems

Product analytics; KPI and OKR design; SQL for insight; API-led integrations; Workflow automation; Data analysis for decision support

Tools

JIRA; Trello; Figma; Postman; Airtable; HubSpot; GitHub; n8n; Clay; Replit; Cursor; Claude CLI

Cloud & AI

AWS; Azure; Google Cloud; Vercel; AI prompt design; Agent workflows (MCP, n8n); Claude Code / ChatGPT / Gemini

EDUCATION

2003 – 2007

BSc (Hons) Computer Science & Mathematics

Kingston University