



Joe Robens

Versatile Product Strategist: Leadership, Full Product Lifecycle

Details

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Profile

Product Strategist & Team Builder, Rapid MVP Sprints, 0 -> 1 to 1 -> infinity Scaling

Over 15 years leading cross-functional teams to launch and scale B2B and B2C products in insurtech, gaming, and web3.

- Built and launched **Cutthroat Chaos** in 90 days, driving \$PERC engagement up 35%.
- Rebuilt **XP.GG** platform in 6 months—scaled DAU 20 -> 180 k in 90 days.
- Delivered a \$1 m+ revenue data platform at Thomson Reuters in 9 months.

I partner with execs, designers, and engineers to turn ambiguous ideas into validated roadmaps—and I coach teams to own success.

Links

Portfolio

Skills

Leadership and Teamwork

Critical thinking and problem solving

Self-motivation

Interpersonal Skills

Creativity

Adaptability

Communication

Analytical Thinking

Employment History

Head of Product, Perion Lanbs

Mar 2024 📍 Melbourne

- **Led the vision and delivery** of Perion's web3 gaming initiatives, seamlessly integrating blockchain to create tangible player value.
- **Rebuilt the flagship XP.GG platform** in under 6 months, establishing the core rewards layer.
- **Spearheaded the XP Ecosystem**, rewarding in-game activity with digital and physical prizes to onboard traditional gamers to web3.
- **Designed and launched Cutthroat Chaos (CTC)** in < 3 months—a leaderboard-driven mode rewarding top players with \$PERC tokens.
- **Established end-to-end product processes**, including tooling, Shape Up rituals, and cross-functional collaboration from discovery to demos.
- **Aligned strategy and execution** across founding team and execs, evolving the XP Ecosystem into a full web3 layer and boosting token utility.

Hobbies


Photography, Videography,
Cycling, Invention

DIRECTOR, DATA SCIENCE & ENGINEERING, IAG

Sep 2021 — Nov 2023  Sydney


- **Spearheaded the Data Science & Engineering team**, delivering an experimental platform that accelerated idea-to-PoC cycles 5×, adopted by 10+ venture squads.
- **Prototyped & launched proxy APIs** that unlocked \$50 M in channel partnerships, streamlining partner integrations.
- **Designed & rolled out the Home Risk Index**, surfacing risk scores for 1 M+ Australian properties to enhance underwriting precision.
- **Defined and executed enterprise-wide insurtech strategies**, aligning AI/ML initiatives with core business objectives to boost operational efficiency.
- **Instituted robust governance frameworks** for data privacy, security, compliance, and ethics across all analytics projects.
- **Bridged technical and non-technical audiences**, translating complex data science concepts into clear insights for stakeholders and executive leadership.

CORPORATE DISRUPTION & RABBLE-ROUSING, IAG

Feb 2020 — Feb 2021  Sydney


- **Led a cross-functional innovation squad** to scout, validate, and prioritize new business opportunities, driving end-to-end venture assessments.
- **Conceptualized & delivered an “Innovation Cloud” infrastructure**, closing execution gaps and accelerating prototype-to-pilot cycles across the organization.
- **Partnered with stakeholders** to define requirements and integrate the Innovation Cloud with existing systems, enabling rapid scaling of validated ideas.
- **Pitched and secured startup-style funding** for high-potential ventures during the COVID-19 period, attracting investment and executive support.
- **Established rigorous documentation and knowledge-sharing standards**, maintaining team alignment and velocity amid shifting pandemic constraints.

SENIOR MANAGER TECHNOLOGY, IAG

Feb 2017 — Feb 2020  Sydney

- **Architected & launched a headless insurance platform**, streamlining product lifecycles and elevating customer experience.
- **Led cross-functional engineering squads** as CTO/Product Owner/Scrum Master, delivering core platform features and distributor integrations.
- **Analyzed market needs & launched 5+ new insurance products**, expanding service offerings and driving adoption.
- **Rapidly prototyped and iterated MVPs** (ShareCover, Insurance4That, Poncho Insurance), turning concepts into production-ready features.
- **Designed partner distribution modules**, onboarding new partners and broadening market reach.
- **Eliminated critical delivery blockers**, maintaining uninterrupted sprint velocity and team focus.
- **Championed Agile frameworks** (Scrum, Kanban), fostering continuous improvement and a high-performance culture.


TECHNICAL PRODUCT MANAGER, IAG

Nov 2016 — Feb 2017  Sydney

- **Partnered with Product Design** to translate UX/UI prototypes into actionable engineering user stories, streamlining the handoff process.

- **Prioritized critical-path initiatives**, mapping dependencies and allocating resources to ensure on-time product launches.
- **Liaised between stakeholders and engineering**, clarifying requirements and resolving technical constraints for smooth delivery.
- **Implemented process enhancements** for innovation sprints—optimizing workflows, reducing bottlenecks, and boosting team throughput.
- **Served as Scrum Master**, leading sprint planning, daily stand-ups, and retrospectives to uphold agile best practices.
- **Cultivated a collaborative team culture**, coaching developers on delivery excellence and fostering cross-functional alignment.


Early Career

1999 – 2016  Global

- **Launched 130+ client websites in 12 months** at Digital Media Worldwide, clearing a multi-year backlog and boosting client satisfaction.
- **Automated campaign delivery workflows** at Pureprofile, accelerating project turnaround and enhancing performance reporting.
- **Led CTO operations at Virtue/World TV**, implementing webcasting technology, managing live-broadcast AV setups, and directing video editing workflows for global events.
- **Built a \$1 M live-webcasting platform** at Thomson Reuters from concept to launch in 9 months, overseeing AV system architecture and production processes.
- **Transformed R&D & delivery at ABC** by introducing Agile frameworks and spearheading the discovery & implementation of the **Hottest 100** digital platform, reducing time-to-market by 30% and boosting audience engagement.
- **Directed early-stage venture discovery** at Prismatik, validating product-market fit and prototyping MVPs that secured seed funding.

Education

The Art Institute of Fort Lauderdale, Associates in Web Design & Multimedia

Aug 1996 – May 2000  Fort Lauderdale

References

References available upon request