

# Alex Daglish

**Product Manager** delivering user-centric AI solutions

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## Work Experience



### **Product Manager, Protobrand** 2024 - Present

- *Delivered conversation-based AI tools that decreased project time expenditure by 6hrs*
- *A/B tested a new respondent experience that decreased LOI 31% and increased data quality 8%*
- Quickly built prototypes to frontload user testing to decrease development timeline
- Optimized model performance via human feedback to automate time intensive workflows
- Managed Protobrand's full-service survey hosting web app
- Spearheaded AI/LLM-based solutions, utilizing user feedback loops and data analytics to enhance user experience and product offerings
- Align stakeholders from development, research, sales, and leadership teams to build and execute a product roadmap focused on project quality and accelerated timelines

### **Product Liaison** 2022 - 2023

- *Shipped a respondent-facing new offering that generated a 270% 9mo ROI*
- Automated repetitive internal processes to meet tight client timelines, increasing win rate
- Translated user needs and coordinated with leadership to inform roadmap decisions
- Guided the product lifecycle and ideation and research through launch and feedback loops
- Designed and iterated user-facing prototypes, successfully transitioning from concept to production
- Focused on delivering MVP solutions that balanced user needs with resource constraints

### **Data Management Manager** 2022

- Orchestrated restructure of the research team into insights consulting and data management, increasing team efficiency and capacity
- Oversaw day-to-day operations of project completion
- Reduced survey errors by 80% through implementation of efficient, preventive processes
- Coordinated cross-functional teams to meet project goals and deadlines

### **Research Analyst** 2021-2022

- Successfully managed challenging clients' projects while maintaining positive relationships
- Pioneered development of new data analysis methods and visualizations for the research team
- Analyzed system 1 quantitative + qualitative data revealing key themes and brand nuances
- Presented actionable insights through client-facing reports and dashboards



### **Media Strategist, nwsty News** 2020

- Designed, managed and A/B tested campaigns to increase awareness and app downloads
- Implemented a campaign tracker dashboard to measure KPIs

## Education



### **Boston University** 2018 - 2021

- Questrom School of Business
- Concentration in strategy and marketing
- Cum Laude graduate

## Skills

Agile development, SDLC, scrum/kanban, prompt engineering, RAG, semantic search, hallucination mitigation, empirical model testing, AI prototyping

Figma, Google Analytics, Langfuse, Claude Code