

# William Amor

Principal Product Owner | London, UK | [message@william-amor.info](mailto:message@william-amor.info) | [linkedin.com/in/willamor](https://linkedin.com/in/willamor) | [william-amor.info](http://william-amor.info)

## PROFESSIONAL SUMMARY

Principal Product Owner with 8 years across insurance, consumer health, and pharma. At Marsh, owning brokering operations products tracking \$15bn+ in client premiums, with \$2m in attributed revenue and product capabilities I built that enabled teams to identify \$8m+ in new placement opportunities. Previously at Kenvue and Johnson & Johnson - co-defined Amazon 360 with commercial users, contributing to a \$5m sales uplift, and built an EMEA intelligent automation function with \$800k CIO funding (2,800 hrs/year returned). Strongest where regulated delivery, commercial outcomes, and data-led prioritisation meet.

## IMPACT HIGHLIGHTS

- Built Marsh product functionality that enabled broker operations teams to identify \$8m+ in new placement premium opportunities; \$2m one-time revenue uplift attributed to outcomes teams delivered using the product.
- Co-defined Amazon 360 with EMEA commercial users at Kenvue: a dashboard for Amazon listing performance and sentiment analysis that enabled teams to focus on listings most likely to grow, contributing to a \$5m sales uplift.
- Built an EMEA intelligent automation function at Johnson & Johnson from scratch with \$800k CIO funding; 2,800 hours/year returned.
- Built an EMEA early-talent programme at Johnson & Johnson: defined the UK intake, won regional sponsorship from the Kenvue CIO, and recruited and line-managed 3 cohorts across the UK, Germany, and Dubai over 3 years.

## EXPERIENCE

**Principal Product Owner** | Marsh | London, United Kingdom | Aug 2024 - Present

- Own a portfolio of client-facing and internal products in a global brokering operations area tracking \$15bn+ in client premiums; lead cross-functional squads of up to 25 engineers, analysts, and designers with MD and Partner stakeholders.
- Built product functionality that enabled broker operations teams to identify \$8m+ in new placement premium opportunities; Marsh attributes a one-time \$2m revenue uplift to outcomes teams delivered using the product.
- Designed and defined a new cross-sell feature (in late development): helps broker operations identify where Marsh can sell additional coverage classes to existing clients - estimated to unlock multiple millions in new business.
- Set strategy, roadmaps, and OKRs with MD/Partner stakeholders; cut scope and re-allocated capacity when ROI did not justify the cost.
- Run usage and engagement tracking in Pendo to keep roadmap decisions evidence-led; own defect triage through to fix across shared infrastructure.

**Data & Analytics Product Owner (EMEA)** | Kenvue (formerly a Johnson & Johnson company) | Buckinghamshire, United Kingdom | Jul 2023 - Jun 2024

- Owned an EMEA portfolio across digital, eCommerce, and marketing - vision, backlog, and delivery - partnering with a senior product manager on investment and squad capacity.
- Co-defined Amazon 360 with EMEA commercial users: a dashboard for Amazon listing performance and sentiment analysis that enabled teams to focus on listings most likely to grow Amazon sales, contributing to a \$5m uplift.
- Migrated digital, eCommerce, and marketing data onto Snowflake, consolidating the sources behind EMEA reporting; built SQL datasets to identify what data we could bring into products.
- Ran prioritisation and stakeholder reviews; cut scope when ROI did not justify the cost.

**IT Business Technology Leader (Leadership Programme)** | Johnson & Johnson | Buckinghamshire, United Kingdom | Sep 2022 - Jul 2023

- IT business partner for the ~\$500m UK consumer health business: digital, data, commercial, and operational IT.
- Selected by the North America CIO to deliver new BI and automated ordering across LATAM/ASPAC with ~\$1m P&L impact; built the dashboard with a Cairo-based third-party group.
- Built an EMEA early-talent function: defined the UK programme, then pitched and won regional sponsorship from the Kenvue CIO with funding and hiring in the UK, Germany, and Dubai (3 cohorts over 3 years).

**Intelligent Automation Product Manager (Leadership Programme)** | Johnson & Johnson | Buckinghamshire, United Kingdom | Jun 2021 - Sep 2022

- Built an EMEA intelligent automation function from scratch with \$800k CIO funding across Power Platform, Alteryx, and UiPath; 2,800 hours/year returned, with year-on-year growth as the region's most successful automation team.
- Recruited and led a global development team in the UK, Egypt, Portugal, and Kosovo through discovery, design, testing, and delivery - process improvement and optimisation, including building in-house apps instead of off-the-shelf vendor solutions; six-figure savings across EMEA.
- Set up the team operating model - intake, governance, prioritisation, delivery pipeline; line-managed developers and interns through onboarding, objectives, and development.
- Led full compliance review with internal infosec and Microsoft for Power Automate Desktop, unlocking citizen-developer capability across the company.

**Global Project Coordinator** | Pfizer | Kent, United Kingdom | Sep 2019 - Jun 2021

- Business analyst and project administrator (BA/PA) on a new Pega platform for global regulatory interactions with health authorities - not in production when I joined. Defined requirements with the digital delivery team and worked with implementation teams through build, UAT, and regulated release. The platform was later used to track interactions for Comirnaty (COVID-19 vaccine).
- Authored clinical and medical process documentation to FDA, EMA, and MHRA compliant standards.
- Managed change control and audit traceability for heavily regulated software releases.

**Technology Business Partner (Industrial Placement & Part-time)** | GSK | Hertfordshire, United Kingdom | Jun 2017 - Aug 2019

- Defined requirements for a global RPA solution to monitor stock thresholds and auto-order parts to keep medicine supply running for patients - the manufacturing IT team's first global automation initiative; did not reach go-live due to reorganisation.
- Moved GxP pharma manufacturing sites globally (all continents) from paper to paperless calibration software for production machinery: fewer defect opportunities, safer medicine supply, and digital records.
- Retained part-time through final year of university (20 hrs/week) - only person from the intern cohort kept on after the placement year.

## EDUCATION

**University of Kent** - BSc (Hons) Computing and Business Administration with a year in industry | First Class Honours, US GPA equivalent: ~4.0

- Year in Industry at GSK as part of the degree; extended into final year as a 20 hrs/week part-time placement, balancing degree work with GSK commitments throughout. Awarded First Class Honours, the highest grade for the degree.
- Dissertation: "The disruption and emergence of FinTech" - awarded a First Class grade.

## CERTIFICATIONS

- SAFe 5 Agilist - Scaled Agile Framework certification.
- ITIL v3 - Service management foundation.

## TOOLS & PLATFORMS

**Product & delivery:** Agile, Change control, Confluence, Discovery, Figma, ITIL, Jira, OKRs, Pendo, Regulated delivery, SAFe, UAT

**Data & analytics:** ETL, Power BI, Qlik, Snowflake, SQL

**Automation:** Alteryx, Automation Anywhere, Power Platform, RPA, UiPath

**Build & platforms:** AWS, Microsoft 365, MUI, Pega, React