

Product leader, 10+ years building and shipping AI products. Took Meta's AR platform from prototype to 1B+ users; founded two startups; led a third through the pivot that produced its acquisition by Zalando; now shipping AI systems for privacy and compliance at Meta.

2025 - Now

Meta

Senior Product Manager, Transparency & Choice

The team sets the privacy settings, consent and transparency requirements for every Meta product.

1. Led the strategic pivot to Agentic Compliance, an AI system that catches privacy and compliance gaps by reading code directly, replacing a questionnaire that two-thirds of Meta launches had to complete. Set the goals, sequencing and execution strategy; the system now scans ~50,000 changes a day across all of Meta. Built the prompt-optimisation pipeline that took it to production-grade accuracy.
2. Rewrote Meta's internal privacy rulebook for its highest-stakes areas (consent, settings), removing conflicts so product teams can apply it without interpretation.
3. Stood up pre-launch privacy risk identification for Transparency & Choice (90%+ recall, manual review down 94%). Ran the programme that notified 1.5bn EU users of a regulator-prompted change to how their data is used for product improvement, partnering with UXR on messaging and timing. Launched a single consumer opt-out portal across all Meta products, ahead of Meta's AI training on public EU data.

2023 - 2025

DeepAR

Product Director

3D digital-twin platform for e-commerce. Acquired by Zalando.

1. Led the pivot that produced the acquisition by Zalando, sold as an intact business and kept operating independently. Named a critical hire during the acquisition.
2. Joined daily customer calls (large brands including Versace and Jimmy Choo) and ran the sales team's weekly tracking meeting; that contact surfaced the product-market fit. Brands needed to stand out and convert on the PDP. Early Zalando tests indicated a 5% revenue uplift on their existing site.
3. Fixed broken 3D ops and cut asset cost from \$350 to \$150, unlocking a higher-margin services line on top (video, imagery).
4. Built the rendering-farm prototype solo in a week and demoed it to Zalando in the first meetings; that demo opened the acquisition conversation. The production version still runs today, alongside the client-facing ops tooling and a simulation with auto-optimisation for headcount planning across the scanning pipeline.

2023

Reportify

Founder

Built and shipped an [AI report-writing tool for teachers](#), solo. Paying subscribers within days; still operating, with all rewrites and maintenance now run through AI agents.

2021 - 2023

Cross-Meta Support

PM Manager

Created the overarching strategy for the org (125 engineers plus cross-functional teams), pivoting it onto a three-part model: highest-priority issues such as account lockouts; critical audiences such as creators and advertisers; and a universal chat-first support platform built to handle hundreds of thousands of cases a week. Managed a small team and led the group through its critical decisions, building and implementing its operating model.

2017 - 2021,
2022 - 2023

Spark AR

Lead PM, later PM Manager of 5

Took AR from near-zero to 1B+ users across Facebook, Instagram, Messenger, Ads and AR Glasses.

Built the engine and studio (with a new shading language, SparkSL), the creator publishing hub, and Meta's first AR integrity stack: ML classifiers for violating content with a self-optimising loop that used human labels to tune model parameters, cutting prevalence without raising false positives. As manager, supported senior PMs on strategy and vision, and junior talent on craft and career through Meta's reorg and layoffs.

2017

Founders Factory

Product Manager

Founded AirSupply (ed-tech, Guardian-backed). Hired the CEO, raised seed, spun it out.

2015 - 2017

Flexi

Co-founder

Web/iOS/Android marketplace for fitness classes. 3,000 weekly classes in London at acquisition. I learned to code by building it.

2012 - 2015

Educate Services

Third hire. Built procurement tooling that saved UK schools hundreds of thousands; staff-management web app now used by thousands of schools.

2009 - 2012

Slipstream & Etica

Sales and recruitment. 4,000+ cold calls in six months.

Education

2006 - 2009

Newcastle University

History