

Ian Hunt

LEAD PRODUCT MANAGER · AUSTRALIA · REMOTE

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Lead Product Manager with 10+ years building digital products — driving strategy, discovery and delivery across health, fintech, mobility and AI. I pair strong commercial acumen with hands-on craft: I'll set a strategy a board will fund, then build the prototype that proves it. Curious, collaborative and data-driven, with a psychology background that keeps the customer at the centre.

EXPERIENCE

Product Lead, Healthcare Experiences — Bupa Australia

Apr 2025 – Present

Five product squads across Health Services provisioning (Dental, Optical & Hearing, Medical) and Health Insurance — \$490M revenue, 56 indirect reports. Began in a Growth & Acquisition remit; now leading Healthcare Experiences.

- Launched an **Optical AI pilot** generating campaign assets in-house; if rolled out, removes a six-figure dependency on external creative agencies.
- Built a POC for a new business line ("Mindplace"), including an **AI patient-therapist matching engine** — a RAG chatbot plus bespoke matching logic.

Senior Digital Product Manager — Bupa Optical & Hearing

Jun 2022 – Apr 2025

Owned the digital product suite — including a Shopify Plus store — powering an omnichannel retail experience. (Commenced on contract; permanent from Sep 2022.)

- The digital channel I built now **drives 78% of revenue growth across 49 stores** (2026) — the compounding payoff of the 2022–25 foundation.
- Doubled digital revenue share 12% → 24%** via a multi-year roadmap integrating complex dependent systems behind a clean, fast UI.
- Improved **purchase NPS +164%** (28 → 74) through UX audits, surveys and behavioural analysis.
- Identified and shipped a **\$4M incremental annual revenue** opportunity in the omnichannel funnel.
- Ran an experimentation program returning **\$3.40 for every \$1** invested in year one; grew organic traffic +30%.

Principal Product Manager (Fractional) — Cuttable

Oct 2022 – Feb 2024

Early-stage B2B2C AI advertising startup. Joined as first product hire to guide positioning and accelerate product-led growth.

- Led the **pivot from large brands to lower-budget eCommerce**, opening a larger TAM and lifting adoption.
- Designed self-serve growth loops and a free-trial flow that **cut time-to-value from weeks to hours**.

Founder & Principal Consultant — Curious Ape Digital

Jan 2019 – Present

Fractional product leadership for agencies, startups, and creators bringing products to market.

- Zoox** (US autonomous-vehicle startup): Product Owner for two consumer apps — ride-hailing and in-vehicle infotainment — shaping UX and go-to-market readiness ahead of public launch.
- Fintech / digital investing**: led CX strategy and a Figma + low-code rebuild, lifting sign-up conversion 2.2% → 6.5%.

Product Manager — Mudbath Digital (now Endava Australia)

Jan 2020 – Feb 2021

Independent Newcastle product design-and-build agency.

- Delivered critical iterations for **Scrypt Ventures**, including the national rollout of **electronic prescriptions** to meet e-script legislation — enabling first-mover advantage and COVID-era compliance.
- Built a payments solution across consumer and practice-management systems; led research/design/build for the deBa coaching platform, a Grays Online overhaul and Glencore's mine alarm response system (EARS).

Product Owner & Lead Business Analyst — Fix4me (now RACV Home Trades & Services)

Feb 2019 – Jan 2020

Marketplace connecting consumers with trusted trades and property services.

- Drove cultural change using Lencioni's "Five Dysfunctions" model — lifting trust and accountability, reducing absenteeism.
- Facilitated org-wide retrospectives, delivering **on-time, in-scope releases for the first time in company history** and boosting acquisition readiness (acquired by RACV).

Product Manager — Medibio Limited (acquired Vital Conversations)

Jan 2016 – Nov 2018

Mental-health technology company using biometric data for early detection.

- Built a custom psychometric check-in tool from clinically validated, open-source surveys; commercialised via organisational-psychology firm Vital Conversations.
- Scaled 30 → 10,000+ users in 2.5 years** through "Australia's Biggest Mental Health Check-in," a national campaign that reduced stigma. **94% would recommend**. Led end-to-end delivery through acquisition by ASX-listed Medibio.

SKILLS

Core: Product strategy · Digital product growth · CX design · Cross-functional leadership · Omnichannel retail · Stakeholder management · Agile delivery · Data & statistical analysis · AI building / agentic engineering · Generative-AI evaluation

Tools: ChatGPT · Claude Code · Cursor · Replit · Lovable · Figma · FullStory · Adobe Analytics · AB Tasty · Hotjar · MS Clarity · SEMrush · Tableau · GA · Shopify · Atlassian · Linear · Asana · Monday · Miro

EDUCATION & CERTIFICATIONS

BA (Psychology, Management) — Edith Cowan University

MBA (Innovation & Entrepreneurship) — Uni of Newcastle (part-completed)

Hogan psychometric certifications — Peter Berry Consultancy

Product-Led Growth + Mastering Product Growth — Reforge 2025

Product & Revenue Chapter Immersives — Folklore Ventures 2023

Essentials of Product Management — Brainmates 2021

SPEAKING & VOLUNTEERING

Lived-Experience Educator — Beyond Blue

2015–2022

Mentor — AIME (Indigenous Mentoring Experience)

2015–2018