



## **Garth Goodman**

**Location:** Cape Town, South Africa

**Email:** garthgoodman01@gmail.com | **Phone:** 078 197 8684 | **LinkedIn:**

<https://www.linkedin.com/in/garth-goodman-b2572b167/>

**Website:** <https://garthgoodman.co.za/>

### **Professional Summary**

I'm a full-stack Product Manager with experience delivering platforms across B2C, B2B, and AI-driven automation environments. I combine product strategy, UX design, and technical execution to build systems that connect user needs, business goals, and technology in a way that actually works. From shaping user flows and wireframes to leading cross-functional teams through delivery, I stay close to both the thinking and the building. I've delivered enterprise platforms, customer-facing products, and intelligent automation initiatives that drive real adoption, reduce friction, and create measurable business impact.

My approach is grounded in clarity, systems thinking, and building products that not only work, but scale.

### **Core Competencies**

- Digital Transformation & Innovation
- AI/Automation
- Product & Solutions Management
- Agile & Scrum Methodologies
- Stakeholder & Client Management
- Business Process Reengineering
- Team Leadership & Development
- User Experience (UX) & Interface (UI) Prototyping

### **Digital Product Owner, Innovation Lead | Brolink | Johannesburg**

*April 2023 – Present*

Driving digital product delivery, AI adoption, and organisation-wide innovation. Led end-to-end delivery of multiple enterprise and broker-facing platforms. Built & drove adoption of AI/automation programs with executive leadership. Created an award-winning AI-driven change management campaign (animated AI bot, scriptwriting, video production). Introduced UX frameworks, usability testing, and design-led product improvements.

- Led the design and delivery of digital products across B2B platforms and internal systems, aligning user needs, business goals, and technical execution.



- Defined product vision, strategy, and roadmaps, working closely with developers, architects, and designers to deliver end-to-end solutions.
- Drove adoption of AI and intelligent automation across the business, shaping both strategy and practical implementation.
- Built and launched the company's first AI-driven campaign, using generative tools to create scripts, visuals, and training content that accelerated internal buy-in.
- Introduced UX and product thinking frameworks to improve usability and simplify complex workflows.
- Managed product backlogs, priorities, and releases, balancing feature delivery with technical improvements.

### **Highlights:**

- Winner of the Brolink Innovation Award (2x)
- Elected Chairman of Manco

### **Product & Solutions Manager | Injozi Technology Studio | Johannesburg**

*August 2021 – April 2023*

Rebuilt product management frameworks and agile processes across teams. Led multi-disciplinary squads across design, frontend, backend, and devops. Reduced OPEX and improved cloud maturity through structured cost optimisation. Scoped and launched B2C and B2B digital products from concept to release.

- Led product strategy and delivery across multiple digital products, from concept through to launch.
- Worked hands-on with teams across design and development to improve delivery flow and product quality.
- Introduced Agile ways of working and restructured delivery processes across teams.
- Managed key client relationships, ensuring alignment between business needs and delivered solutions.
- Reduced operational costs and improved infrastructure efficiency through AWS cost optimisation.

### **Product Development & Intelligent Automation | Datora | Johannesburg**

*October 2019 – August 2021*

Owned automation strategy and operational excellence across the business. Built RPA Centres of Excellence and formalised automation operating models. Transitioned teams to DevOps + Agile ways of working. Managed budgets, cost control, client relationships, and RPA programs.



- Built and led RPA delivery capability, establishing automation frameworks and operating models.
- Delivered process automation solutions that improved efficiency and reduced manual workload.
- Worked across clients and internal teams to identify automation opportunities and prioritise impact.
- Introduced structured testing and delivery processes to improve quality and consistency.
- Managed budgets, programmes, and client relationships across multiple automation initiatives.

### **Earlier Experience**

Before moving into senior product leadership, I held a range of roles across project management, business development, and digital production within the tech, fintech, and creative industries. Across these roles, I delivered client-facing solutions, led cross-functional teams, and managed complex digital projects end-to-end. Managed mobile, web, VR/AR, and multimedia projects from scope to delivery. Directed client relationships, budgets, and timelines for tech and creative builds. Led business development within the payments and fintech sector, securing high-value partnerships. Delivered international tech events and digital marketing initiatives. Built audio, interactive, and experiential content for agencies and brands.

### **Education**

Higher Diploma in Music Production – Campus of Performing Arts, 2009  
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### **Certifications**

- UiPath

### **Awards**

- Loeries – Bronze, 2019
- Bookmarks Award – Bronze, 2019
- Bookmarks Award – Silver, 2019

### **References**

Available upon request