

# MIKE FITZBAXTER

PRODUCT • STRATEGY

## Contact

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## Overview:

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Having focussed on Product Strategy and Product leadership for the past 5 years I have a keen sense of the importance digital vision can play in any organization as the building blocks for all other digital interactions. In my recent roles my focus has been on inspiring Product Strategy at an organizational level and defining a future-facing company culture through innovation and global collaboration.

With over 17 years experience in digital product design, as a designer, developer, user experience expert, and as a product manager I've been fortunate to contribute to, and influence some of the most recognized digital brands in both Australia and the world. This experience has taught me that building great products is first and foremost about building great teams.

Currently based in Sydney, Australia. Experienced in remote working.

## Skills:

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### Product Management

#### Customer Research

- Research and analytics
- Prioritization and value definition
- Strategy and marketing
- Social Marketing
- Innovation

### Leadership

- Director-level Product leadership
- Stakeholder alignment
- Project delivery
- Mentorship
- Culture champion

### Design & User Experience

- Graphic Design
- Art Direction
- Illustration
- User Experience
- User Research
- Interface Design

### Coding

- HTML5
- CSS
- Javascript, Node
- Python
- Google App Engine

## Recent Experience:

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### **Group Product Manager – Deputy – May 2019 - Current**

After relocating back to Australia to bring family closer together I joined Deputy as Group Product Manager. During my time in Deputy I've driven a company-wide initiative to create a long-term product roadmap and vision for the business, led the running of two global company Hackathons changing forever the collaborative culture of the business, and mentored a team of 7 product managers to rapidly deliver on the company strategy within a rapidly scaling business. Deputy has given me a chance to work extremely closely with the exec team to lead the product as well as change the way the company builds and manages teams. Much of my experience from Atlassian was brought to full effect with changes to engineering culture, team collaboration, remote working across geos, and innovation.

### **Head of Content & Guidance – Auth0 – January 2018 - May 2019**

I joined Auth0 in January 2018 as their Head of Content and Guidance working on not only the strategy for enabling developers to effortlessly deliver identity, but also working on the company strategy for expanding into the Customer Identity space through product features. I worked closely with their chief of architecture and the company founders on defining the Auth0 company vision through the next 5 years. In that capacity, whilst growing both the Documentation and QuickStarts businesses I also drove the creation of the Auth0 2020 product vision. Alongside this I've championed the growth of process and people over plans and visions with everyone in the team being bought into the overall mission being more important than the accuracy of any one person's idea of the right solution.

### **Principal Product Manager - Identity – Atlassian – March 2016 - December 2017**

Working as the lead of a team of 7 Product Managers within Atlassian I drove the continued improvement and adoption of the Cloud Identity Platform. This platform is responsible for the correct authentication and identification of all Atlassian's Cloud Product users across Jira, Confluence, Trello, HipChat, and Bitbucket. Responsibilities included the alignment of all senior stakeholders across all Atlassian products, roadmap and strategy definition, team leadership and mentorship. I specifically set the roadmap for Atlassian Account features well into 2020 and beyond. The strategy defined saw the creation of Atlassian Access, a product that now generates several million in new revenue a month from extended product features at an enterprise tier.

### **Telstra - March 2012 – March 2016**

#### **Principal Product Manager – Identity – Telstra Digital – April 2015 - March 2016**

Off the back of the Identity platform strategy I created in 2014 I then led the Identity product management team at Telstra Digital to deliver on many of the key initiatives within. I led a team of 6 product managers to partner with all parts of the Telstra organization and introduce a scalable cloud-based identity platform to Telstra's customers. Many of these initiatives are ongoing today and delivering reusable identity solutions to customers navigating Telstra's huge ecosystem of applications and products.

#### **Head of Innovation – Idea Accelerator – Telstra Digital – December 2014 – April 2015**

Having partnered closely with the directors within Telstra Digital I created an Idea Accelerator team that worked as an internal incubator to spawn and then iterate rapidly on product innovations. The objectives of the team include fundamentally changing the way that Telstra Digital looks at its customer issues, being able to rapidly prototype solutions and iterate those prototypes whilst continually testing, and being able to avoid costly enterprise builds. As the Innovation Lead I've driven every aspect of engagement into the team as well as leading all components of the process, from solution facilitation to final delivery

#### **UX Team Lead & Strategy – Identity – Telstra Digital – December 2013 - December 2014**

Working as the Lead UX within the Telstra Digital UX team on their Identity Platform including work on their strategy, user journeys, customer persona's as well as partnering with the Digital First streams to shape the personalization, customer dashboard, authenticated t.com, and Identity & Verification programs of work.

#### **Senior UX – Identity – Telstra Digital - March 2012 – September 2013**

Working on contract for the Telstra Digital team I've been instrumental in putting together the overall strategy and User Experience, which will shape the Identity project, as well as creating user flows, scripting and running user testing of prototypes, creating usable prototypes of front-end interactions, and consulting on best practice in design, development and user experience. This project deals with all aspects of Telstra from Digital to Retail and all backend systems. The project is responsible for the handling of all Telstra customer credentials, user data, and customer interactions both with front-of-house representatives and across all digital touch points and recently launched a Connect with Facebook login

option which I was the architect and key liaison for, a world first for a telecoms company.

### **Mi9 - Columbus Project – NineMSN (User Experience & Strategy) - September 2013 – December 2013**

The team at Mi9 realized that the Australian Media scene sorely needed an innovative and modern news application to deliver great and relevant content to a broad Australian audience. My role within the team was to drive the User Experience of this project and work with the design team in the creation of a world-class interface and look for this new product. Whilst managing many stakeholders, the team was required to quickly drive through prototype versions of the app for an initial beta release in early 2014.

### **Commonwealth Bank - [www.plottheshot.com](http://www.plottheshot.com) - Social Media (Facebook) – December 2011 – Feb 2012**

Delivered a social media gaming project for Commonwealth Bank ([www.plottheshot.com](http://www.plottheshot.com)) which saw great success online. My role included front-end game development, UI design/development, UX testing, HTML5 and Canvas implementation and game development. This was developed on contract with international design agency Imagination.

## **Education:**

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2003 - 2003: News Limited Award School graduate

2002 - 2004: Certificate IV Graphic Design,  
Billy Blue School of Graphic Art

1994 - 1995: B. Fine Arts, Dip. Education (1 Year - incomplete)  
NSW University College of Fine Arts Campus (COFA)

## **Employment History:**

### **Jan 18 – Current: Group Product Manager, Deputy**

- Leadership
- Strategy
- Product Management
- Corporate Culture

### **Jan 18 – Current: Head of Content & Guidance, Auth0**

- Leadership
- Strategy
- Product Management
- Developer Experience

### **Mar 16 – Current: Principal Product Manager, Atlassian**

- Leadership
- Strategic Direction
- Stakeholder alignment
- Product Management for Cloud Platform

### **Mar 16 – Current: Principal Product Manager, Atlassian**

- Team Management
- Strategic Direction
- Stakeholder alignment
- Product Management for Cloud Platform

### **Mar 12 – Mar 16: Lead UX / Innovation Lead / Lead Product Owner, Telstra Digital**

- Team Management

Design and UX leadership  
Front end development  
Back end development  
Product Ownership  
Strategic Direction  
Stakeholder alignment  
Product Management for Telstra Identity Platform

**Dec 09 – Mar 16: Contractor / Director**

Telstra Digital – Identity Project  
Mi9 – Columbus Project, NOW app.  
Commonwealth Bank – Plot the Shot  
Macquarie Bank – Design and Development Team  
NSW Health – Emergency Care Institute website  
Guinness Blacklist - Web and Mobile App  
NSW Health - Permanently Out Of It  
World Society for the Protection of Animals – Social Media Strategy  
Traffik marketing – Intranet and Web Development

**Jan 09 - Dec 09: Design Team Leader, Brighton Consulting Pty Ltd**

Team Management  
Creative Direction  
Project Management  
Member of Business Leadership Team

**Aug 07 - Jan 09: Senior Designer / Developer, Brighton Consulting Pty Ltd**

QantasCU  
Reliance Members Banking  
Sydney Credit Union  
Service One Members Banking  
20+ Financial Institution Websites

**Dec 03 - Aug 07: Freelance Designer**

The Hotel Group  
Spectrum Mortgages  
The Digital Foundry  
Universal Music

**Dec 03 - Jun 05: Designer, ING Advertising**

Sydney PeaceFoundation  
Lord Mayor of Sydney  
CBRE Real Estate  
Gadens Lawyers

**Feb 98 - Dec 03: Designer/Disc Jockey, A.N.S.**

Poster and flyer design  
Online marketing  
Website design  
Turntable rocking