



“Few people have the opportunity to report to a manager who is also a coach and mentor—but I did when working with Anthony. When I joined Hailo Anthony was leading the Business team - and he did so effortlessly! His ability to juggle multiple projects was unlike any I’ve seen before and he made a dramatic difference in the productivity level of our team. So it came as no surprise when a year later he was promoted to Head of Product. As a team member and a leader, Anthony earns my highest recommendation and I hope we get to collaborate again in the future.”

Mara Goes

Head of Design, Hailo, MOO, PayPal



“Anthony is a first class, customer centric senior Product Owner who led the charge on building Hailo's new Business and Corporate-facing product lines, across multiple geographies. He did this with pace and smarts, placing a significant focus on 'early and often' customer validation and rapid incremental builds, all the while keeping a very close eye on core product metrics. He's also considerate, patient, committed and energetic and would be a significant addition to any team.”

Jonathon Moore

CPO, trainline, Hailo



“I loved working with Anthony, he's a fantastic product leader. He knows product management and software development inside out, is very smart and has a superlative and extremely detailed understanding of all things agile. He is very well respected by all the people he works with and is genuinely passionate about empowering people to be the best they can be.

He's the complete package. He has all the skills and experience to help any business transform its digital strategy, or build and grow a world class product portfolio. I wouldn't hesitate to recommend him to any organisation.”

James Brian

Product, Hailo, Monster



Anthony Anderson

Interim CPO, VP of Product & Growth Hacker

Anthony has worked internationally in Product Development and Product Management. He has held leadership positions at companies including one of Europe's leading media house *Schibsted Media Group*, London's first taxi app *Hailo* and many other companies in the Telecoms, Security and Logistic industries. Anthony is a specialist in Product Management and Agile methodologies and understands that product leadership is about building the right teams and being able to react fast to market conditions. He has a clear and proven background in implementing the right agile methods, scaling businesses and teams, increasing efficiency and ROI, evolving product maturity and data analytics. Very much hands-on, Anthony enjoys working very closely with his teams to achieve outstanding results and team cultures.

PRODUCT MANAGEMENT

- Headed up multiple products with over £100M turnover
- Created products for all available platforms - iOS, Android, Web
- Expert taking products from their concept through to delivery
- Experienced in both B2C and B2B products, their positioning and unique challenges
- Fully understands and implements the use of data driven and analytical techniques to drive company revenues
- Led the build of the world's largest Oracle RAC data warehouse

LEADERSHIP

- Creates fully cross-functional teams enabling companies to build product fast and efficient. Directly managing Product Managers, UX, Designers and Data Analysts
- Experienced Scrum Master / Agile Coach building and leading multiple engineering teams
- Set up and scaled teams throughout Europe
- Led teams of 40 engineers to deliver multiple products for multiple partners and projects
- Experienced in managing complex matrix organisations
- Spent 10 years as a hands-on developer