Lewis Broad-Ashman

Senior Director, Product & UX · AI-Enabled Product Leader

broadashman@gmail.com linkedin.com/in/lewisbroadashman Brighton, UK Open to new opportunities

PROFILE

Senior product and UX leader with 15+ years building B2B digital products from concept to scale. At the forefront of integrating AI-powered workflows — including Claude, Claude Code, and MCP-connected automation — into product and UX practice. Proven track record leading cross-functional teams, defining product strategy, and championing user-centred design at Rakuten Advertising. Community builder and ProductTank organiser helping shape the global product management community.

AI & AUTOMATION

- → Built an end-to-end automation pipeline using Claude Code with a custom skill: generates a structured PRD, then auto-publishes to Confluence and creates a Jira Epic with user story tickets — all via MCP server integrations.
- → Introduced agentic workflows into SDLC and UX processes, reducing manual handoff overhead and improving team velocity.
- → Actively exploring Cowork and MCP toolchains to further automate product operations and stakeholder reporting.
- → Driving AI adoption across the product team — establishing new norms for how AI tools fit into discovery, documentation, and delivery workflows.

SKILLS & TOOLS

AI tools	Claude, Claude Code, Cowork, Relevance AI, MCP servers, prompt engineering, agentic workflows
Analytics & UX research	PostHog, FullStory — product funnel analysis, session recording, behavioural insight for roadmap decisions
Product & design	Figma, JIRA, Confluence, Miro, Abstract, Git, monday.com

WORK EXPERIENCE

Senior Director, Product & UX

Mar 2022 – Present

Rakuten Advertising — Leading global affiliate marketing network · B2B · Marketing

- Own end-to-end product strategy, vision, and roadmap across multiple B2B product lines.
- Drive cross-functional alignment across engineering, design, marketing, and commercial teams.
- Define, track, and report on KPIs for product performance, adoption, and user satisfaction at executive level.
- Lead UX practice across the organisation, embedding user research and design thinking into every product decision.
- Leverage PostHog and FullStory to analyse product funnels, review session recordings, and surface behavioural insights that inform roadmap prioritisation.
- Build and scale a high-performing team of product managers and UX designers through active mentorship.

AI & Automation

- → Pioneered AI-assisted product workflows using Claude and Claude Code, accelerating delivery of PRDs and UX documentation.
- → Built end-to-end PRD → Confluence → Jira automation pipeline via MCP server integrations.
- → Introduced agentic workflows into SDLC and UX processes, reducing manual handoff overhead.

Director, Product Management

Oct 2018 – Mar 2022

Rakuten Advertising

- Scaled the product management function, establishing governance frameworks, squad rituals, and OKR-aligned roadmapping.

- Drove executive buy-in for major product investments through competitive analysis and data-led business cases.
- Embedded UX and design thinking into the product culture, raising the bar for user-centred delivery.
- Grew and coached a team of product managers across discovery, delivery, and stakeholder communication.

Manager, Product Management

Oct 2017 – Oct 2018

Rakuten Advertising

- Managed end-to-end product planning and execution across multiple workstreams.
- Owned agile ceremonies — sprint planning, backlog refinement, retrospectives — improving team throughput.
- Developed product managers through structured coaching, building a more autonomous team.

Product Manager

Jul 2016 – Oct 2017

Rakuten Advertising

- Delivered product releases across the affiliate platform, coordinating with engineering, QA, and go-to-market teams.
- Translated customer feedback and market research into prioritised requirements and actionable user stories.
- Acted as the bridge between technical feasibility, business goals, and user experience.

Head of Product

Jun 2014 – Jul 2016

Public-i Group Ltd

- Led product strategy for Public-i's civic technology platform, used by local government bodies across the UK.
- Drove Agile scrum adoption across the engineering organisation, materially increasing delivery output.
- Served as primary technology strategist, translating complex product decisions into clear business narratives.

Product Manager

Jan 2013 – Jun 2014

Public-i Group Ltd

- Led development of the Connect webcasting platform from discovery through to launch.
- Defined vision, value proposition, and go-to-market positioning for the streaming product.

Head of Customer Delivery

Jan 2010 – May 2014

Public-i Group Ltd

- Led a multidisciplinary team across customer service, installation, live eventing, project management, and training.
- Owned end-to-end customer experience post-sale across a demanding public sector client base.

ProductTank Organiser

Feb 2016 – Present

Mind the Product

- Organise ProductTank meetups in Brighton, connecting local practitioners with global ideas.
- Part of the founding team that launched ProductTank in London in 2010 — now 75 cities, 35,000+ members.
- Curate speakers and facilitate discussion that keeps the Brighton product community at the forefront.

EDUCATION & CERTIFICATIONS

BSc (2.1) Production and Technology

1998 – 2001

University of Plymouth

Scrum Alliance Certified Product Owner · Relevance AI Certified

OUTSIDE OF WORK

Music producer (ambient to melodic house) · Guitarist & bassist · Paddleboarding · Hiking the South Downs · Exploring guitar effects pedals