



Jessica Jeffery

eCommerce Product, Experience Optimisation & Programme Delivery

Warwick, UK

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Languages

English (Fluent)

About

A senior leader focused on building high performing teams to deliver customer focused and technically sound solutions to drive profits and retain customers.

I have 15 years eCommerce product and project experience across both supplier and in house roles at some of the UK's largest Omnichannel retailers.

An accomplished Product Director with a track record of driving optimal standards of delivery quality and efficiency via motivational leadership and continuous improvement whilst building rewarding and productive relationships with internal and external stakeholders.

I am a dedicated, adaptable and resilient leader with a proactive, analytical and results-driven approach. I am renowned for bridging the gap between business goals and technical practicalities to drive effective, pragmatic solutions to complex business challenges.

I bring a deep knowledge of the Omni-channel retail and ecommerce sectors with proven experience of solving problems across the eCommerce customer journey - from customer acquisition via digital marketing, to conversion and retention via merchandising, fulfilment, and post purchase customer service.

I have proven skills in product leadership, programme management, customer experience optimisation, team development, supplier management and change management.

BRANDS WORKED WITH

Accenture

Aldi UK

Freestyle

Halfords

Trader Media Group

Experience

● eCommerce Director - Product, Projects & Optimisation

Aldi UK | Apr 2020 - Now

- Scope included a General Merchandise Home Delivery platform and a Click & Collect Grocery platform including customer and colleague facing apps
- Defined the product and department strategy and associated tactics and KPI's to drive key stakeholder engagement and delivery
- Built and led a team of geographically dispersed change professionals and multiple 3rd parties to deliver a multi-million-pound programme of customer insight, optimisation and strategic project delivery across a suite of products spanning people, process, and technology
- Responsible for budget management and vendor selection, negotiation and ongoing financial and success management for multiple 3rd parties
- Build a data driven Customer Experience function that leveraged customer insight to drive tangible improvements to the customer experience through analytics, usability testing and conversion rate optimisation testing across the pre and post purchase journey with demonstrable bottom-line impact

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● eCommerce Programme Manager

Aldi UK | Mar 2018 - Mar 2020

- Led a team of internal resources and multiple 3rd party suppliers to define and deliver a strategic product roadmap. Example projects include new payment methods and a personalisation system implementation

across search, browse and content.

- Implemented a project management framework to facilitate business case development and benefit realisation while delivering to time, scope, and budget constraints
- Accountable for programme stakeholder management, communications, risk & issue management and the programme budget
- Responsible for team recruitment, development and motivation

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● Ecommerce Product Manager

Aldi UK | Mar 2015 - Feb 2018

- Lead a team of internal business analysts and 3rd party system integrators, creative design agencies and product suppliers to design and deliver a full-scale greenfield eCommerce implementation
- Scope covered the end-to-end customer experience across UK & Ireland responsive sites and apps as well as all supporting business tools, processes, data and integrations to list, sell and fulfil customer orders as well as post purchase customer services
- Post launch led a team to initiate and iteratively optimise the agile change process to prioritise, design and deliver business change to the customer and colleague experience through fortnightly platform releases

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● Digital Development Project Manager

Halfords | Sep 2014 - Feb 2015

- Project manager for a portfolio of Omni-Channel development projects across the Halfords sites, apps, and core IT systems
- Key responsibilities included stakeholder management, identification and management of key dependencies, risks, and issues. Timely and accurate status reporting.



● Web Development Manager

Halfords | Jul 2011 - Aug 2014

- Responsible for the full development lifecycle from business case and high-level scoping through to full design, final delivery, and benefits realisation
- Delivered multiple concurrent projects with remit covering all enabling data and integrations, supporting business tools and business processes as well as the customer experience across multiple touch points - responsive site, apps and the in store digital experience
- Role included supplier management of several 3rd parties and line management of junior business analysts and a testing team
- A key deliverable was a full site redesign, resulting in a marked increase in conversion and net promoter score. This included management of the creative agency and systems integrator through usability testing and creative design.
- Initiated Conversion Rate Optimisation function to facilitate data driven user experience improvements

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- **Usability / Information Architect Specialist**

Freestyle | Apr 2011 - Jul 2011

- Analysis of current and prospective clients' digital offers through to contributing to client pitches
- Usability/ Information Architect lead for all web development projects



- **Consultant for New Look eCommerce**

Accenture | Apr 2009 - Apr 2011

- Functional Lead for large scale replatform and relaunch of the New Look eCommerce site
- Key design responsibilities included client stakeholder management and scope management
- Key delivery responsibilities included user acceptance testing, client training through to business as usual processes.
- Functional scope included the end-to-end customer journey and back end supporting functions across merchandising, content management and customer services
- Post launch led a mixed onshore/ offshore agile rapid development team to deliver urgent change and larger scale initiatives such as the introduction of nominated day delivery and the internationalisation of the site across multiple languages /currencies

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- **Business Analyst @ Best Buy Europe eCommerce**

Accenture | Nov 2008 - Apr 2009

- Responsible for working with client teams from several geographies to define business requirements and use cases to support the UK eCommerce launch



- **Business Analyst @ Sainsbury's General Merchandise ECommerce**

Accenture | Feb 2008 - Nov 2008

- Business analyst within a programme to replatform the Sainsbury's general merchandise site. Responsibilities included requirement gathering, functional documentation, testing and client training.

- **Online Media Sales**

Trader Media Group | Jan 2007 - Dec 2008

- Responsible for onsite media sales focused on Finance and Insurance advertiser accounts.

Education & Training

2005 - 2005 ● **Rhodes University**
Management Honours,

2002 - 2004 ● **Rhodes University**
Bachelor of Commerce,