

KELLY PEARSON
PRODUCT LEADER | HEALTHCARE TECHNOLOGY | COMPLEX PLATFORMS

Wirral, UK | 07741 304252 | kpearson900@gmail.com | linkedin.com/in/kelly-pearson-8b554241 |
kellypearson.co.uk

PROFILE

Product leader with more than 20 years across NHS operations and healthcare technology, including ten years at System C progressing from Subject Matter Expert through Product Owner to Product Manager, followed by product leadership of complex connected-data platforms at Jaguar Land Rover. Combines deep healthcare and Careflow PAS knowledge with current experience in product strategy, portfolio prioritisation, cloud economics, measurable product outcomes and applied AI.

Experienced in owning product roadmaps and business cases, leading multidisciplinary teams, balancing customer, commercial and regulatory needs, and influencing investment and architecture decisions across complex product ecosystems. Uses customer, operational, technical and commercial evidence to make explicit trade-offs rather than treating requested features or delivery completion as the measure of success.

Brings System C and NHS domain depth together with broader platform-product leadership, data and AI experience gained at JLR and through independent product development, including responsible AI patterns designed around provenance, constrained use and appropriate governance.

CORE CAPABILITIES

Portfolio strategy & investment
Product strategy, roadmap choices, lifecycle thinking, capacity and investment trade-offs across interconnected capabilities

Product metrics & performance
Outcome definition, fleet adoption, deployment success, time-to-data, service health, support demand and capacity measures

Commercial & viability judgement
System C business cases and product profitability; JLR cloud economics, TCO, cost-benefit analysis and investment evidence

Healthcare & regulated products
Ten years at System C, NHS PAS/EPR workflows, CDS 6.3 regulatory delivery, customer discovery and operational domain depth

Product capability & leadership
Direct management of teams up to 13; Product Owner coaching, performance, development and multidisciplinary leadership

Responsible AI & data fluency
AWS/data platforms plus hands-on AI product development with constrained use, source provenance and governance considerations

PROFESSIONAL EXPERIENCE

Senior Product Manager — Vehicle Connected Data Platform | [Jaguar Land Rover](#)

2023–Present | Manchester & Remote

- Shape product strategy across connected-data capabilities spanning large-file transfer, vehicle-data offboarding, enablement, configuration and observability; balance customer and partner needs, platform reuse, technical feasibility, delivery risk and commercial viability.
- Made the case for clearer vertical product ownership across the connected-data lifecycle, moving from competing component backlogs towards more accountable end-to-end roadmap and investment decisions.
- Define product objectives and measurable service outcomes including deployment success, fleet health, expected versus actual data return, error categorisation, time-to-data and latency; use evidence to distinguish successful delivery from successful product operation.
- Use reach, impact, capacity and commercial evidence to support prioritisation, including affected vehicle populations, cloud operating costs, service economics and warranty-related impact; helped frame a quarterly ambition to double platform vehicle adoption.
- Established explicit capacity measures across feature investment, BAU/support, quality and discovery so new demand creates visible trade-offs against existing commitments rather than silently consuming roadmap capacity.
- Lead Large File Transfer product direction across HD Maps, Secure Logging, Central Logging and SSR; protected a reusable platform proposition when partner-specific requirements risked distorting the generic solution, including direct collaboration around NVIDIA needs.

- Influence senior product, engineering, architecture, cyber, privacy and programme stakeholders on priorities, ownership and requirement changes; challenge artificial red-to-green reporting in favour of evidence of actual service and customer outcomes.

Product Manager — Careflow PAS & Integrations | System C Healthcare

2021-2023 | UK & Bangalore delivery collaboration

- Owned roadmap, lifecycle and in-life management for Careflow PAS capabilities and third-party integrations used by NHS customers, balancing customer value, market and commercial considerations, implementation risk, regulation and long-term product sustainability.
- Used NHS customer and operational evidence to challenge underlying product assumptions, including Cross Booking: recognising that one-referral/one-specialty did not reflect real patient journeys and shaping a model that allowed clinically related specialties within one episode of care.
- Led major CDS 6.3 product work over approximately 10 months / 6,000 person-hours, treating the mandated specification as a constraint rather than the complete product answer and reconciling compliance with operational usability and customer transition.
- Held direct line-management responsibility for developers, clinical SMEs and QA/test analysts; coached Product Owners on requirements quality, backlog decisions and product practice, building capability beyond my own product area.
- Owned business cases and product profitability considerations, providing customer, market and operational insight to leadership and cross-functional stakeholders while maintaining focus on measurable customer and service outcomes.

Agile Product Owner — Careflow PAS | System C Healthcare

2015-2021 | UK & Remote

- Led a multidisciplinary team of developers, healthcare SMEs and QA analysts, giving the team customer problems, context and constraints and converting learning into prioritised product increments.
- Managed competing customer feature requests using MVP thinking and commercial trade-offs to maximise early value while protecting reusable product integrity, supportability and longer-term sustainability.
- Acted as the bridge between NHS clients, senior stakeholders and delivery teams, ensuring product choices remained grounded in user workflows, regulatory obligations, operational outcomes and commercial reality.

EARLIER HEALTHCARE TECHNOLOGY CAREER

Senior Implementation Consultant, Allscripts (2015) | Subject Matter Expert, System C (2013-2015) | Delivery Consultant, Cerner (2012-2013) | Implementation and domain roles across CSC, iSOFT, Wirral Health Informatics Service and the NHS (2001-2012)

Progressed from NHS operational roles in Medical Records, Outpatients, Choose and Book, A&E and clinical systems into healthcare technology delivery. Delivered an international enterprise EHR programme with Hamad Medical Corporation in Qatar and a six-month Cerner assignment in the United States. This operational depth continues to shape product judgement around real workflows, patients and service constraints.

Led implementation workstreams, client and supplier collaboration, requirements and gap analysis, workflow/process design, integrated-system delivery, testing, issue resolution, governance documentation and regulated operational change across UK and international programmes.

INDEPENDENT PRODUCT DEVELOPMENT

- ProdLens (AI, product operations) — Independently designed and built AI-assisted product-operations tooling linking Jira backlog items to risks, outcomes and delivery context, exploring how AI can improve product judgement without replacing accountable human decisions.
- Health Record Ally (iOS, Swift, AI) — Patient-owned health record concept unifying clinical letters, results, medicines and Apple Health data. AI is deliberately constrained to explain structured facts rather than make clinical judgements, with source-aware NICE guidance and consideration of provenance, DTAC, clinical-safety and regulatory boundaries.
- PowerPilot / ClosetLoop — Hands-on product builds maintaining practical exposure to discovery, UX, APIs, architecture, data and software delivery, and strengthening judgement about where emerging technology creates genuine user value.

TECHNOLOGY & PRODUCT TOOLKIT

Product & leadership: Portfolio strategy, product vision, lifecycle management, investment prioritisation, customer discovery, outcome definition, KPI design, product performance, roadmap strategy, MVP, RICE/impact thinking, capacity and resource trade-offs, governance, risk and dependency management, senior stakeholder leadership.

Technology & data: AWS (S3, Lambda, CloudFront, IAM), REST/OpenAPI, Kafka, Jira, Confluence, Aha!, Productboard, Postman, Swagger/API Curio, Datadog, CloudWatch, Terraform fundamentals, GitHub, Microsoft 365.

Methods: SAFe, Scrum, Kanban, Waterfall, Lean, agile testing, integration testing, requirements analysis, process mapping and data-led decision-making.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Data Analyst Apprenticeship

Level 4 Data & Business Insights / Data Analyst Apprenticeship — Baltic Apprenticeships

SAFe

SAFe Product Owner/Product Manager and SAFe Advanced Scrum Master

Testing

ISTQB Certified Tester / BCS CTFL

Cloud

AWS Cloud Essentials and AWS Technical Essentials

Warwick (WMG)

Level 7 Smart, Connected & Autonomous Vehicles; Machine Intelligence / Data Science learning

Leadership

Ivy House / Aspire Leadership Programme and Reverse Mentorship