



## Johanna Wallin

Senior Consultant, Product Management



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Working within Digital Work's Optimisation & Delivery practice, Johanna is a senior product manager who brings over 15 years experience in the product management space.

Respected and experienced, she has a reputation for successfully delivering commercially important products, projects and functionalities.

Johanna has supported some of the world's leading brands, whether globally established companies like [www.Hilton.com](http://www.Hilton.com), [www.lastminute.com](http://www.lastminute.com) and [www.virginholidays.co.uk](http://www.virginholidays.co.uk) or innovative software start-ups like [www.autino.com](http://www.autino.com) / [www.carvue.com](http://www.carvue.com) and [www.eviivo.com](http://www.eviivo.com).

She is exceptionally skilled at creating 'win-win' solutions for all involved - fulfilling the company strategy as well as boosting customer value to drive positive results.

Critically, Johanna creates and maintains the strong relationships needed for project success. Uniting external and internal stakeholders at every level to foster a true team spirit and the motivation needed for high-performing teams.

Johanna can support you with:

- Building a business case
- Managing full product and/or project life cycle
- Managing Stakeholders (internal or external)
- Gathering, refining & prioritising requirements
- Managing roadmap and backlog
- Participating in dev team/s "solutioning" (backend & UI/UX)
- Fulfilling training and documentation needs
- Performance monitoring

Enabling better outcomes. **Through Digital.**

### Key achievements include:

- *Owning the backlog for the largest ever project at [www.autino.com](http://www.autino.com) to date with a staggering 1800% estimated annual revenue increase over the next ten years.*
- *One of two product managers managing the re-platforming and re-design of [www.travelodge.co.uk](http://www.travelodge.co.uk).*
- *Re-platforming Virgin Holidays Host to Host API suite enabling the company to benefit from the synergies of having a common code base, yet allowing for unique and customisable features per customer API.*
- *Improving channel management proposition for multiple companies by successfully integrating multiple new commercially important distribution channels including Expedia, Laterooms, Booking.com, TripAdvisor, TravelSuperMarket, Trivago, Kayak, SkyScanner, HotelsCombined etc.*

*"Johanna's experience and skill at building relationships coupled with a strong focus on customer needs has ensured the success of numerous projects. Her product management expertise has always been based on a strong commercial awareness along with a Nordic tenacity that enables her to get the job done.."*  
Giles Leather, Regional Director EMEA – Hilton Hotels



**Johanna Wallin** is part of a multi-disciplinary team of strategy, execution and growth experts.



## Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies



## Execute & Grow

Our Optimisation and Delivery team are experts in helping clients successfully execute their digital strategy and grow.



**End-to-end or specific needs.** Our team is structured to provide the exact skills you need



**A 'think + do' approach.** With expertise, methods and networks to rapidly deliver tangible business benefits



**A collaborative, pragmatic, and flexible culture.** Sharing insights and expertise to bring the best to our clients