

Scott Firestone

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Professional Summary

Data-driven Lead Product Manager with over 12 years of experience spearheading digital transformation, onboarding infrastructure, and operational scaling within heavily regulated financial environments. Expert at balancing complex compliance mandates with seamless user experiences across international jurisdictions. Proven track record of optimising client lifecycles, leading complex platform migrations, and pioneering tactical AI tools to drive efficiency. Combines enterprise fintech governance with hands-on technical agility, transitioning concepts into live, revenue-generating architecture.

Core Competencies

Product Lifecycle Management, Client Lifecycle Management, CLM, Onboarding Systems, Fenargo, Passfort, Identity Verification, KYC, AML, Fraud Prevention, Vendor Integration, Regulatory Integration, MiFID II, GDPR, FATCA, Conversion Optimisation, Data-Led UX, Agile Methodologies, Scrum, Product Operations, Stakeholder Management, API Integration, AI Prototyping, Generative AI.

Professional Experience

TOONMYTEE.CO.UK

July 2026 to August 2026

Creator / AI Summer Project

- Designed, built and deployed a consumer-facing web application (toonmytee.co.uk) as a rapid summer sprint, integrating automated print workflows and secure Stripe payment processing.
- Engineered full product lifecycle integrations to explore "vibe coding" and modern rapid prototyping methodologies, utilising generative AI build stacks and server-side workflows.
- Collaborated with my son on the end-to-end build, using the project to engage him over the summer while teaching foundational product management, feedback review and agile iteration.

STONEX GROUP INC.

London, United Kingdom

December 2013 to May 2026

Senior Product Manager, CLM (October 2024 to May 2026)

- Led a large-scale business transformation programme automating global onboarding infrastructure, orchestrating the configuration of complex client journeys using Fenargo across UK, EU, and US jurisdictions.

- Re-calibrated risk and screening rules in close conjunction with corporate compliance teams, boosting automated approval rates by up to 40% in emerging jurisdictions while driving high-volume automated processing at scale across mature markets like the US and UK.
- Integrated advanced technical innovations and custom AI support tools built via Copilot, to systematically improve back-end operational conversion and application acceptance rates.
- Managed commercial vendor relationships, directly leading high-value contract negotiations and technical configurations for global external data suppliers while reporting to C-suite stakeholders.

Senior Product Operations Manager (July 2022 to October 2024)

- Scaled product development efficiency by auditing core tool usage, building standardised team templates, and formalising knowledge parity across regional silos.
- Governed the administrative and technical configuration of the critical KYC and compliance tech stack, including Passport, Worldcheck, Bridger, and various eKYC providers.
- Built custom data strategy frameworks using PowerBI and Google Analytics, translating raw transactional data into actionable insights for commercial stakeholders to steer roadmap direction.
- Managed vendor contracts and led invoice reviews, maintaining budget accountability while onboarding and mentoring junior product staff.
- Led innovation streams including how to integrate Biometrics and Document AI into our funnels to fundamentally improve our main metrics.

Senior Product Manager, Product Owner (March 2019 to July 2022)

- Owned the vision, end-to-end product lifecycle, and cross-functional roadmap execution for the global onboarding application journey.
- Delivered core initiatives that reduced onboarding dropouts by significant percentages across multiple jurisdictions and regions by systematically optimising front-end application forms.
- Improved account conversion rates globally by integrating higher-fidelity third-party data sources, achieving up to a 50% conversion uplift in newer territories as well as boosting the high-volume automated client verification across mature markets like the US and UK by around 5%.
- Maintained commercial accountability for key conversion KPIs, driving user testing and global product launches across diverse regional sales and marketing divisions.
- Partnered with executive management to align long-term commercial goals with compliance, legal, and engineering requirements, making critical vendor purchasing decisions.

Senior Product Analyst, Senior Business Analyst (December 2013 to March 2019)

- Synthesised complex high-level business requirements into clear, prioritised JIRA backlogs, supporting a major corporate integration across three distinct financial trading organisations.
- Drove commercial growth and user acquisition for high-volume B2C platforms (CityIndex, Forex.com) by effectively navigating the tension between aggressive marketing targets and complex regulatory frameworks.
- Applied intricate international regulatory mandates, including MiFID II, GDPR, and FATCA, directly into internal IT architectures while preserving commercial system profitability.

- Engineered global automated payment flows, including ACH, e-check, and regional mechanisms like China Union Pay, managing relationships with payment service providers and acquiring banks.

CATALYST HOUSING LIMITED

Lead Business Analyst

February 2013 to November 2013

London, United Kingdom

- Managed the BA workstream for a high-impact business transformation programme centered on Core Management, CRM, and Rent Accounting systems integration.
- Chaired cross-functional stakeholder engagement and acted as the internal Agile and Scrum subject matter expert, coaching internal teams and defining operational reporting requirements.

THUNDERHEAD.COM

Business Analyst

February 2012 to December 2012

Elstree, United Kingdom

- Functional product owner for the ONE Correspond for Salesforce application on the Salesforce AppExchange, coordinating roadmaps, user workshops, and competitor analysis.

BETFAIR

London, United Kingdom

December 2004 to February 2012

Business Analyst (May 2010 to February 2012)

- Translated complex mathematical and transactional challenges into accessible consumer products within a highly regulated sports betting ecosystem.
- Led the requirements architecture and end-to-end delivery for the flagship Inplay homepage platform redesign, match pages, and site search tool.
- Designed and engineered the Cash Out Now feature logic, resolving real-time profit and loss calculations to simplify live betting execution for the mass consumer market.

QA Engineer (December 2004 to May 2010)

- Formulated and executed rigorous test scripts for high-transaction market pricing and payment systems, balancing simultaneous roles as QA Lead and Scrum Master to meet unmovable event-driven deadlines.

Education and Credentials

- B.A. Hons Economics and Philosophy, University of Nottingham, 1999 to 2002
- Certifications: Certified Scrum Master, Certified Scrum Product Owner
- Technical Training: Building AI Products: Prototyping Essentials, Microsoft Copilot for Productivity