

# Rahul Singh

Product · Author · Building Future Ecosystems

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## WHY I'M A FIT

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- **Commercial-first product leadership, with banking partners in the mix** — at IAG, launched a Real-Time Decision Engine that cut digital claim handling time by **75%**, and led integrations with Westpac and BNZ that now carry **20%+** of partner claim volume.
- **Multi-sided stakeholder management across organisations** — currently leading Global Dairy Trade's modular SaaS platform across the full auction ecosystem, balancing global sellers, buyers, internal operations, and external trading partners in one of the world's largest commodity marketplaces.
- **Strategic credibility, with the backlog treated as a commercial lever** — co-built IAG's 3–5-year digital strategy and Customer Journey model in the McKinsey-led transformation, authored IAG's internal Product Playbook, and embed discovery-first SDLC where backlog decisions sit alongside revenue decisions.

## EXPERIENCE

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### Product Development Manager · Global Dairy Trade

August 2023 – Present · Auckland, New Zealand

- Designing and leading a modular platform integrating the full auction ecosystem — from onboarding to post-event settlement — for one of the world's largest commodity trading platforms.
- Driving product strategy across a complex multi-sided marketplace, balancing global sellers, buyers, and internal operations teams.
- Embedding evidence-based practices into the product development lifecycle, from discovery through to delivery.
- Leading cross-functional squads where product decisions have direct commercial impact on international dairy trade volumes.
- Championing a structured SDLC and discovery-first culture, building repeatable frameworks for moving initiatives from insight to execution.

### Digital Product Manager · Roam Digital

May 2022 – July 2023 · Auckland, New Zealand

- Facilitated discovery sprints to identify opportunities for new digital products and services for clients.
- Gathered and prioritised customer requirements through market research and customer pain-point analysis.
- Worked closely with engineering and marketing to ensure products met target market needs and launched successfully.
- Implemented best practices for product discovery and development.

### Digital Product Manager — IAG Group Tech & Ops · IAG

October 2020 – May 2022 · Auckland, New Zealand

- Owned digital claims product vision, roadmap and end-to-end delivery for direct consumer brands across AU & NZ.
- Launched a Real-Time Decision Engine to auto-verify straightforward claims — reduced average handling time for new digital lodgements by **75%**.
- Shipped a disaster-response comms platform automating SMS to impacted customers during major events in Australia.
- Delivered online lodgement for banking partners (Westpac, BNZ); **20%+** of partner claims now lodged online.
- Created the Disaster Response Hub — centralised information for major events and natural disasters.

### Digital Product Manager · IAG NZ

October 2017 – October 2020 · Auckland, New Zealand

- Owned the operational product roadmap for claims and e-service portfolio.
- Led integrated digital lodgement for direct brands and an optimisation value stream that increased online claim submissions by **7%**.
- Built a cross-platform architecture framework with Enterprise Architects.

- Founded IAG's first Digital Hack-Week and authored the internal Product Playbook for 'new ways of working'.
- Integral part of McKinsey-led digital transformation; co-built IAG's 3-5-year strategy and the resulting Customer Journey model.

### Digital Product Specialist · IAG

September 2015 – October 2017 · Auckland, New Zealand

- Product lead for IAG's digital claim forms; shifted **15%** of all claims to online channels.
- Product lead of supplier search — internal tool that reduced handling time during claim allocation.
- Product lead of an SME leads-generation platform contributing to a **3%** revenue increase.
- Technology lead for web chat across direct retail brand websites.

### Digital Asset Manager · IAG

August 2013 – September 2015 · Auckland, New Zealand

- Managed customer-facing digital assets: retail websites, knowledge base, web chat, and Oracle Service Cloud CRM.
- Optimised knowledge self-service so customers could resolve FAQs without contacting support.
- Master administrator for Oracle Service Cloud — administration, reporting, and feature strategy.
- Played a critical role transitioning renewals and payments to digital channels as part of a broader transformation.

### Personal Insurance Consultant · IAG

October 2012 – August 2013 · Auckland, New Zealand

- Identified opportunities to initiate needs-based solutions to meet consumer demand.

### Online Marketing Intern · Unitec Institute of Technology

January 2012 – May 2012 · Auckland, New Zealand

- Updated and published content on the main student website; managed online newsletters reaching 3,000+ students.
- Researched and reported on performance of Unitec's redesigned website and competitive positioning.
- Tested online enrolment applications; maintained events database and online forms (Wufoo, Shortstack).

### Web Design & Brand Asset Development · Henderson Central Retailers Association

January 2012 – May 2012 · Henderson, Auckland

- Website redesign and development; digital and print asset development; migrated legacy assets to WordPress.

### Online Marketing (Volunteer) · Greenwoods Corner Business Association

May 2010 – April 2012 · Auckland, New Zealand

- Created a strategy to connect 100+ businesses with their customer base digitally.
- Organised free digital marketing workshops; led the online-presence revamp recognised by Auckland City Council.

### Online Marketing & Customer Service · Academic Dress Hire

April 2009 – April 2012 · Newmarket, Auckland

- Educated team on social media strategy; primary contact for website redesign and development.
- Briefed Trust manager on web strategy and supported graduation order processing.

## EDUCATION

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### Unitec Institute of Technology

Bachelor of Business — Marketing · Creative Industries & Business · 2009-2012

## SKILLS, LANGUAGES & CERTIFICATIONS

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#### Top Skills

- End-to-end Delivery
- Product Strategy
- AI / LLM Product
- Marketplace Platforms
- Discovery & Evidence-based PM
- Non-fiction Writing

#### Languages

- English — Native
- Hindi — Native
- German — Limited Working
- Kannada — Elementary

#### Certifications

- Vibe Coding
- Human-Centered Design
- Data Science & AI Training
- Design Thinking Fundamentals
- Essentials of Product Management

- Music Production

## PUBLICATIONS

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**Don't Think, Change** — A book on behavioural psychology and why most personal-transformation frameworks quietly fail.