

David Flynn-Coutts

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Summary

Senior Product Manager with eight years across regulated B2B SaaS, NHS digital infrastructure, and telecoms. Shipped production AI products, led technically complex integration programmes, and delivered measurable commercial outcomes across healthcare and telecoms. Targeting Senior PM roles at growth-stage companies in healthtech, fintech, and B2B SaaS.

Experience

Senior Product Manager, Consultant Connect – London, UK

August 2021 – Present

Own core platform and integration products used across NHS primary and secondary care, with accountability for AI-enabled product development, adoption, clinical safety, and revenue retention in a regulated environment.

- Led delivery of a Scotland-wide digital dermatology expansion, defining the FHIR integration approach with NHS Scotland's national data platforms and owning the technical and clinical risk decisions throughout. Retained £2M in at-risk contracts, grew Scotland revenue 20% over two years, and expanded the user base from 4,000 to 7,000 in the first year.
- Defined and negotiated HL7 FHIR API specifications directly with NHS Scotland, integrating with national SSO and Enterprise Master Patient Index (EMPI) services to remove onboarding friction, reduce clinical risk, and enable system-level identity assurance.
- Shipped *Automated Outcomes*, a new product using AWS Medical Transcribe and a hosted LLM to automate clinical outcome capture from call transcripts, owning end-to-end clinical risk governance. One service moved from 4% to 97% capture rate, giving commissioners the data to demonstrate ROI and support contract renewals.
- Shipped GP records integrations with EMIS and SystmOne, designing reliable document ingestion and matching logic that processes 800+ clinical documents per day, maintains a 96% automated acceptance rate, and ensures zero clinical data loss during transfer.

Product Manager, Vodafone New Zealand – Auckland, New Zealand

Jan 2020 – August 2021

Owned pricing integrity and billing experience for low-margin broadband products, with accountability for revenue accuracy and customer trust.

- Identified systemic billing failures through data analysis and customer segmentation, exposing material revenue leakage across core broadband products. Chose a targeted, high-ROI intervention over a full billing system rebuild, correcting undercharging across 1,500 accounts and recovering \$700k in revenue within three months at a delivery cost of \$12k (58× ROI).
- Designed a repeatable operating model for detecting and resolving billing discrepancies, combining configuration analysis, customer upgrade likelihood, and coordinated outreach across sales and provisioning teams.
- Launched *Business Wireless Broadband*, aligning product definition, UX, engineering, delivery, and go-to-market execution. Achieved 1,000 live connections in the first month and sustained ~25% month-on-month growth for six consecutive months.

Product & Propositions Manager, Skinny Mobile – Auckland, New Zealand

Jan 2018 – Dec 2019

Led commercial product and propositions for a high-volume consumer mobile brand, balancing promotional experimentation with margin and churn constraints.

- Designed and delivered targeted promotional campaigns (e.g. *Free Data Weekends*), increasing customer spend by 25% and reducing churn by 10% YoY (Q4 2018).

- Owned the redevelopment of the self-service help site, prioritising performance and information architecture improvements that increased page views by 130% month-on-month, reduced load times by 60%, and reduced reliance on Level 1 support through improved self-service.

Education

University of Auckland – Bachelor of Science, Computer Science

2018

Side Projects

[StayRight](#): UK visa absence tracker for ILR eligibility, built with Next.js, Supabase, and Vercel. Live in production.

Skills

Product Management: API Integration & Technical Specifications, B2B SaaS, Customer Discovery & Segmentation, Cross-functional Team Leadership, Roadmap Planning & Prioritization

Technical & Tools: HL7 FHIR, REST APIs, SSO/Authentication, AWS CloudWatch, Sentry, Mixpanel, Data Analysis, AI Product Development, AI-assisted development (React/Next.js, Supabase)

Domain Expertise: Healthcare SaaS, Regulatory Compliance (NHS), Clinical Safety (DCB0129/0160, DTAC), Telecommunications