

DYLAN CUNNIFFE

+27 73 264 8508
dylan@cunniffe.co.za

linkedin.com/dylancunniffe
dylancunniffe.com

Experience

TurnStay – *VC backed seed-stage payment startup for the travel industry*

Senior Product Manager

Sep 2025 – Present

- Worked closely with the founders as sole Product Manager to develop product and go-to-market strategy for the multi-currency, cross-border payments product
- Stood up, operationalised and automated our analytics, customer support, sales and onboarding stack and processes.
- Conducted research, customer interviews and MVP design for a new supplier payments product as well as virtual card, webhook and routing features for the existing product.
- Managed key customer, acquirer and supplier relationships

Prodigy Finance - *Series C scale-up fintech providing international student loans*

Product Manager - Platform, Verification & Fulfilment

Aug 2021 – March 2025

- Owned product strategy and delivery for the Customer Platform domain (Authentication, Customer Data, Comms, Support), and later the Verify & Disburse domain (KYC, AML, fulfilment).
- Increased UK average loan size by 61% by launching a direct-to-customer disbursal feature to grow market share in non-US markets.
- Cut manual document verification by 50% through development of a multi-agent AI verifier in partnership with Data Science.
- Led the 0-1 development of Prodigy's salary survey feature, running multiple product positioning AB tests at the MVP stage to arrive at a final candidate that delivered a 3x improvement in conversion rates.
- Designed a predictive complaint-flagging system using an LLM & support ticket data; flagged tickets were pre-emptively escalated, reducing complaint volume for our operations team.
- Proposed, planned and led the complete revamping and migration of our Authentication, Document Management and Customer Communication platforms reducing significant business risk and increasing operational effectiveness.
- Launched company-wide experimentation program, tripling experiments run per quarter within 6 months.
- Owned the account management, budgeting, integration and use of (to subject matter expert levels) for \$550k per annum worth of 3rd party tooling.

Junior Product Manager

Oct 2020 – Aug 2021

- Built Prodigy's first platform domain to serve five product streams with reusable infrastructure.

- Created an internal CRM to act as a single view of customer for customer support agents (and democratising access to customer information across the org) that halved the number of systems agents used and materially reduced error rates.
- Led a core platform API upgrade & associated data improvement initiative to increase the quality of customer contact data across the customer journey – leading to a 70% YoY improvement.

Business Analyst

Jan 2020 – Oct 2020

- Automated lead gen and reporting pipeline using Python + Zendesk for our in-house development of an inside sales team; eventually scaled the system to an engineering developed solution.
- Championed support self-service with a redesigned Help Centre, improving self-service rates by 150% in 6 months

Junior Business Analyst

2019

- Developed a screen scraping bot to automate a manual process (1200 hrs/year) providing a 20% uplift in capacity.
- Development of a Zendesk app to link our internal systems with Zendesk. Reducing customer lookup time for support staff by 50%.

Graduate Intern

2018

- Conducted root-cause analysis of post-sales support issues, driving org-wide improvements. Resulted in 77% faster resolution and 42% fewer tickets.

Kingsmead Shoes - Brick & mortar retailer with national footprint

Operations Assistant

2015-2017

- Automated store reporting to improve data accuracy and halve reporting time
- Launched and scaled the online store, achieving 239% MoM order growth post-launch.

Skills & Technologies

Product Tooling: Heap, Metabase, Hightouch, Tableau, JIRA, Zendesk, Miro, Intercom, Attio, n8n

Data & Dev: SQL, Python, API Design, Reverse ETL, Process Automation

Core Strengths: Platform Strategy, Experimentation, AI & Automation, Internal Tools, OKRs, JTBD, Road mapping

Education

University of Cape Town

Bachelor of Business Science (Economics)

2011- 2015