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calendly.com/philipcummins

Schedule an Introductory
Conversation



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business card

Key Achievements

- 15+ years building enterprise SaaS, platform, and AI products
- 25% portfolio adoption growth — Vodafone Business, 18 months
- Launched Vodafone's first-ever self-serve B2B digital marketplace from zero
- Multi-million Euro P&L ownership across SaaS, Cloud, and Cybersecurity
- 7 Scrum.org certifications — PSM II, PSPO II, PAL I, PALEBM and more

Philip Cummins

Senior Product Leader

15+ years building and scaling products that drive commercial impact

B2B & B2C | SAAS & CLOUD | PLATFORM & API | AI & EMERGING TECH
VISION • EXECUTION • COMMERCIAL IMPACT

Profile

Senior product leader with 15+ years building and scaling digital products.

I combine strategic vision with hands-on execution. I own roadmaps, P&Ls, and teams that ship. I operate at both the leadership and delivery layer: building the systems that let great teams move fast, and the culture where honest product thinking flourishes.

Experience

Product Lead | Vodafone Business | Jan 2023 – Present

I own Vodafone Business's strategic product portfolios across SaaS, Cloud, and Cybersecurity. Full P&L accountability, leadership of a cross-functional Product POD. Multi-million Euro P&L in a complex matrix organisation.

→ Built Vodafone Business Marketplace from zero: Vodafone's first self-serve B2B digital channel for enterprise products

→ Led product launches from discovery and business case through to GTM strategy, pricing architecture, and sales enablement.

→ Secured Vodafone Group funding through C-level roadmap alignment across local and Group teams

Lead Product Manager | Huawei | October 2017 – January 2023

Led product development across Huawei's Mobile Services platform across multiple global markets. Owned platform roadmaps, API and SDK tooling, and ecosystem growth and B2C end user monetization.

→ Built and led a team of Product Managers and Business Development Managers across Europe and China

→ Initiated developer research programmes — outputs fed directly into the Developer Growth Toolkit launch

→ 30% YoY active user growth across 20+ markets through monetisation tooling — CPM, CPI, CPC, CPS

Product Manager | Axonista | Oct 2016 – Sep 2017

→ Defined and executed roadmap for Ediflo B2B SaaS video platform — backlog, agile delivery, and UX workshops with enterprise media and broadcasting clients



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Core Skills

- Platform Strategy & Roadmap Ownership
- API Ecosystems & Developer Infrastructure
- B2B SaaS & Enterprise Cloud Products
- AI Product Strategy & GTM Execution
- Cybersecurity Managed Services (SOC, SIEM, Firewall, Endpoint)
- Go-to-Market Execution — B2B & B2C
- P&L Ownership & Commercial Growth
- Leadership & People Management

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Product Manager | Future Finance | Aug 2015 – Oct 2016

Optimised end-to-end onboarding UX across web and mobile for a regulated FinTech student lending platform — reducing drop-off and improving conversion

→ Built university and broker partnerships expanding B2B distribution across the UK

Product Operations Manager | Entertainment.ie | Jan 2010 – Aug 2015

Oversaw full product roadmap across web, iOS, and Android

→ 50% YoY growth in ticketing clients through strategic partner acquisition and platform enhancement

→ 30% growth in advertising partners through commercial product development

Education & Qualifications

ILM Level 7 Diploma in Strategic Leadership and Management —
Institute of Leadership and Management (In Progress)

AI: Implications for Business Strategy — MIT Sloan (In Progress)

Generative AI Foundations — MIT Horizon — Jun 2024

AIPMM Certified Product Manager (CPM) — Aug 2024

BCS Practitioner — Digital Product Management — Jan 2026

Scrum.org — PALEBM / PAL I / PSPO II / PSPO I / PSM II / PSM I —
Feb 2026

BSc (Hons) Digital Technology, Design and Innovation —
Technological University Dublin

MA Creative Writing — The Manchester Metropolitan University

BA (Hons) Literature — University of Liverpool