

Luke Reynolds

Senior AI Product Manager – Internal Tools & Operations

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Summary

Senior AI Product Manager with experience designing internal tools, leading product transformation, and building AI-powered solutions that improve team speed, quality, and scale. Combines product strategy, discovery, validation, change management, and hands-on prototyping with a strong record of turning manual processes into efficient systems and shaping products that solve real customer and business problems.

Has led AI product design across regulated software, rebuilt core products, improved operational workflows, and developed prototypes that linked compliance activity to measurable business value. Brings a blend of commercial thinking, user insight, and practical delivery across internal operations, presales, implementation, and customer-facing product development.

Work experience

Founding Director

CheersGaffer Ltd

April 2026 to Present

- Built the first version as an internal tool for a grassroots football club where I serve as a committee member, then developed it into a product.
- Built the app, marketing plan, and marketing materials using Claude Code.
- Used an MCP with Linear to manage delivery, iteration, and product workflow.
- Secured the first customer within one month of launch.
- Designed features for player subscriptions, training drills, development plans, match tactics, and analytics.
- Side project developed in spare time and structured not to interfere with a full-time role.

Product Engineer / AI Product Lead

Decision Focus UK

October 2024 to Present

- Led the rebuild of the TPRM product in six months, reshaping it into the company's top commercial product by revenue and pipeline.
- Drove AI product design across core GRC products, building capabilities that felt native to user workflows rather than bolted on.
- Designed and launched AI-supported workflows for Compliance Monitoring and TPRM, including AI data capture and agent-assisted review processes.
- Built and validated an AI governance prototype for EU AI Act use cases, leading discovery calls that uncovered demand for ROI tracking alongside compliance.
- Designed a request workflow that captured expected business value, quarterly outcome reviews, and action planning when targets were missed.
- Added dashboards to show ROI, with early prospect feedback identifying this as the most compelling part of the solution.
- Secured buyer interest from both first-demo prospects, including one that committed within minutes after seeing the ROI approach.
- Built automation that reduced presales demo-data creation from a full day to minutes.
- Automated no-code product configuration and trained Claude-based workflows to accelerate prototyping, documentation, and marketing output.
- Led AI enablement across the team through workshops, documentation, and working practices that improved delivery speed and output quality.
- Translated complex DORA requirements and regulator technical documentation into a shipped Register of Information solution in two months.
- Led architectural pattern initiatives that improved consistency and quality across the wider product team.

Freelance Web Developer

Luke Reynolds Web Design • Medway

October 2018 to Present

- Built websites for small business and community clients including farmers, shops, builders, and churches.
- Gathered client requirements and translated different business needs into practical website solutions.
- Designed and delivered websites, hosting, domain, and email support as a spare-time freelance service.

Team Leader

Decision Focus UK

June 2023 to October 2024

- Led the implementation team to support successful delivery of no-code GRC software.
- Guided team performance and day-to-day delivery across implementation work.
- Worked closely with customers and internal teams to resolve delivery issues and improve outcomes.

Implementation Consultant

Decision Focus UK

June 2022 to June 2023

- Implemented no-code GRC software for clients in the finance industry.
- Configured solutions to match client requirements and translated business needs into workable platform setups.

Client Services Manager

You at Work Ltd • London

May 2017 to June 2022

- Led cross-functional teams across customer service, implementation, and account management.
- Acted as product owner for internal implementation tools used by the service team.
- Designed a scripted feature that reduced a five-day manual customer setup process to five minutes.
- Drove digital transformation work that improved scalability, delivery speed, and operational performance.
- Automated administration and improved team efficiency through process redesign and tooling.

Education

Music Industry Management (Bachelor's)

Canterbury Christ Church University

September 2008 to June 2011

A-Levels and 10 B-C's

The Howard School

Skills

AI workflow automation

Internal tools

Change management

Product strategy

Process automation

AI prototyping

No-code development

Operational transformation

Specification writing

Documentation