

# Murdo Connochie

A creative strategist and product manager building businesses and leading teams at KPMG. Learn more at [murdo.xyz](http://murdo.xyz).

## Experience

### KPMG

Toronto, Canada

#### Manager, Customer & Strategy Consulting

October 2014 to Present

- Extensive knowledge of strategy and proposition development, with skills in business analysis and service design
- Lead cross-functional teams from Strategy, Technology, Operations, Risk, and People; typical team size of 2-5 strategists, business analysts, or user researchers

Example projects:

- Designed the in-store and online digital payments solution for a major North American retailer, working with product development teams to build the MVP release
- Strategic review and operating model design for a top 10 UK Building Society, which identified key market participation decisions and shaped a three year transformation programme
- Assessed the competitive advantage of a top 5 UK Building Society and, based on these strengths, designed 20+ future business model options for Executive consideration
- Designed the offline and online customer experiences for a top 10 UK Building Society based on market insight, customer segmentation, and technology feasibility
- Led the research and design of an internal digital government platform, including strategy definition, prototyping, and target operating model definition
- Planned a US-based software firm's UK market entry, including B2B sales approach and HQ location

#### Qualifications

- CIMA / CGMA
- Certified ScrumMaster
- ITIL v3 Foundation Level

#### Speaking Engagements

- Customer Insights, *CIH Housing Conference*
- Blockchain in Financial Services, *Scottish Financial Enterprise Briefing*
- Future of Retailing, *Heriot-Watt University - Marketing Undergraduate Course*

### Liberty Mutual Insurance

Boston, MA

#### Analyst, Digital Strategy

June 2013 to August 2013

- Researched future mobile technologies to modernise the company's mobile strategy
- Collaborated with technical and business staff in design and build of a customer-facing iOS and Android application
- Prototyped iOS wallet insurance card to simplify customer identification

## Skills

Discover:	Vision Definition	Organisational Baseline	Personas	Journey Mapping	User Research			
Define:	Market Analysis & Insights	Jobs to be Done	Product Strategy	Design Principles				
Design:	Proposition Concepts	Wireframes	Prototypes	Capability Mapping	Technology Feasibility			
Deliver:	User Stories	User Flows	Market Sizing	Business Cases	Delivery Roadmap			
Manage:	Scrum	Kano Modelling	MoSCoW	RICE	Workshop Facilitation	Stakeholder Management		
Tools:	Excel	PowerPoint	Visio	Balsmiq	Figma	GSuite	GitHub	Surveys

## Education

### Heriot-Watt University

2010 to 2014

Bachelor of Actuarial Science, Edinburgh, UK