

# KATE STEEL

## DIGITAL **PRODUCT** MANAGER

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### SUMMARY

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Collaborative and strategic Digital **Product Manager** with over five years' experience delivering enterprise-scale digital change. Eternally curious, I combine strong technical fluency with the ability to translate complex technical concepts into clear, actionable insights for non-technical stakeholders. At Suncorp Bank, I thrived on developing detailed business cases for strategic initiatives that could meaningfully improve customer outcomes, using storytelling to paint a compelling vision and secure buy-in. Working within a large, highly regulated organisation honed my expertise in stakeholder engagement, requirements gathering, and navigating complex governance. With a strong analytical mindset, I am currently expanding my expertise through studies in data science and computer science. I am passionate about technology and the possibilities it creates to transform the way teams work and deliver value.

### PROFESSIONAL EXPERIENCE

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**Product Owner, Suncorp Bank**

**Feb 2022 - Jan 2025**

#### Key Contributions:

- **Product Vision & Roadmap:** Owned and refined the strategic Internet Banking roadmap, aligning it to business objectives with a two-year horizon. Ensured the roadmap reflected evolving market conditions, regulatory requirements, and customer needs.
- **Requirements & Scope Management:** Translated complex business and technical needs into clear, actionable development tasks and acceptance criteria, using stakeholder and user interviews to uncover insights.
- **Cross-Functional Leadership:** Built strong relationships across engineering, design, and dependent teams to drive delivery in an environment without formal reporting lines, securing shared capacity through influence and collaboration.
- **Stakeholder Engagement:** Mapped all stakeholders for each initiative and defined their roles within the project, enabling proactive communication to clarify requirements, manage scope, and align expectations.
- **Technical Fluency:** Simplified complex technical issues into clear, concise insights to support timely leadership decision-making. My ability to explain technical concepts "in a nutshell" was key to cutting through uncertainty and securing decisions quickly.
- **Customer Obsession:** Placed the customer at the centre of every decision, consistently asking: "How will this impact the customer?" Embedded this focus into Confluence and Jira risk/issue templates by documenting customer impact separately from business impact, ensuring user experience was always a priority.
- **Customer-Led Business Strategy:** With the customer as my north star, developed detailed, data-driven business cases for features that would meaningfully improve customer outcomes and experiences. Each case was closely aligned with the organisation's strategic priorities, ensuring customer value translated into measurable business impact.
- **Business Storytelling & Influence:** Crafted compelling narratives to bring stakeholders on the journey. Whether securing a "go" decision from senior leadership ahead of a release or navigating challenging conversations about MVP scope exclusions, used storytelling to build understanding, manage expectations, and inspire alignment.

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### PROFESSIONAL EXPERIENCE CONT.

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Digital Product Owner | Domain Group

Jan 2025 - May 2025

#### Key Contributions:

- **Product Backlog Management:** Took ownership of an outdated backlog of ~1,000 Jira stories and bug tickets that had not been groomed for over a year. Partnered with the squad and Product Manager to close irrelevant stories, remove non-replicable bugs, and restore backlog health.
- **Requirements Gathering & Process Mapping:** Facilitated workshops with business and technical stakeholders to map current-state workflows, identify gaps, and design future-state processes using Miro, FigJam, and Lucidchart.
- **Market & Competitor Research:** Conducted in-depth analysis to identify product opportunities and inform strategic feature design. Presented findings to the Principal Product Manager with actionable recommendations that influenced roadmap priorities.
- **Cross-Functional Alignment:** Ensured proposed features balanced business objectives with technical feasibility, aligning priorities across engineering, design, and product leadership.
- **Delivery Communication:** Prepared high-quality collateral—including screenshots, demo videos, and slides—for regular sprint demos and Product & Tech Forum presentations, showcasing progress and securing stakeholder engagement.

Project & Product Lead | Metis Field Software Pty Ltd

Nov 2014 - March 2022

Led the end-to-end project management and delivery of Repora, a mobile and web app designed for SMEs in the Australian pest control industry. Managed the project from concept to launch, aligning delivery milestones with business goals and ensuring a smooth rollout for key clients.

#### Key Contributions:

- **Project Planning & Delivery:** Defined the product vision, developed wireframes (Lucidchart, Adobe XD), and built the delivery roadmap with clear milestones and timelines.
- **Cross-Functional Coordination:** Acted as the central liaison between founders, field technicians, and development teams to maintain alignment and momentum.
- **Scope & Requirements Management:** Captured and translated functional and non-functional requirements into actionable development tasks, ensuring scope clarity.
- **Quality Assurance & Testing Oversight:** Coordinated QA activities, organised user testing sessions, and raised/managed Jira defect tickets to maintain high release quality.
- **User-Centric Delivery:** Incorporated feedback from testing and field use to refine workflows, prioritising features that delivered the most value to the business.
- **Stakeholder Communication:** Provided regular progress updates, maintained transparent project documentation, and ensured all stakeholders were informed of next steps.
- **Industry Expertise:** Leveraged deep knowledge of pest control compliance and operational workflows to ensure the product met industry standards and real-world needs.

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PROFESSIONAL PROJECTS

Fast Payments in Internet Banking

Delivered: Sept 2023

Led the delivery of Osko Fast Payments within Suncorp’s Internet Banking platform, enabling customers to send and receive payments in near real-time. Coordinated cross-functional squads, risk/compliance teams, and technology stakeholders to align delivery with New Payments Platform (NPP) standards. Facilitated requirements gathering, user experience design, and release planning, while ensuring compliance with regulatory mandates. Used customer feedback and complaint data to refine the feature pre- and post-launch, improving usability and driving adoption.




PayID for Business

Delivered: June 2024


Directed the end-to-end delivery of PayID for Business, allowing business customers to link easy-to-remember identifiers (e.g., email, ABN) to their bank accounts for faster, simpler payments. Owned the product vision and roadmap for the initiative, gathering and translating business and technical requirements into actionable development tasks. Partnered with engineering, UX/UI design, risk/compliance, and marketing to deliver a secure, user-friendly solution. Conducted stakeholder walkthroughs, prototype reviews, and change impact assessments to ensure alignment, mitigate risks, and drive a smooth release.

For a full review of my professional projects, check out my [online CV](#)

EDUCATION & TRAINING

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|---|--|-------------|
|  <b>Queensland University of Technology</b> | <b>Bachelor of Business</b><br>Queensland University of Technology <ul style="list-style-type: none"><li>Human Resource Management</li><li>Marketing</li></ul>               | <b>2013</b> |
|   | <b>Professional Course Certificates</b><br>Codecademy <ul style="list-style-type: none"><li>Code Fundamentals</li><li>Intro to Generative AI</li><li>Intro to Code</li></ul> | <b>2025</b> |
|   | <b>Professional Course Certificates</b><br>Atlassian University <ul style="list-style-type: none"><li>Jira Fundamentals</li><li>Confluence Fundamentals</li></ul>            | <b>2022</b> |

IN PROGRESS

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|  | <b>Professional Course Certificates</b> <ul style="list-style-type: none"><li>Career Path: Data Scientist</li><li>Intro to Python 3</li></ul> |  |
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