SOPHIE BIZLEY

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CHIEF OF STAFF & OPERATOR | FOUNDER-FACING PLANNING, EXECUTION & AI | £2.4B SCALED, £2M ARR

EXECUTIVE SUMMARY

Operator with 8+ years across strategy, operations, go-to-market and product, working directly with founders and leadership. Joined Dojo at under 100 people and helped it scale, growing merchant payments to £2.4B in annual transaction volume and launching an AI-first analytics product from 0 to £2M ARR. Strongest as the connector between teams, turning plans into delivery and using AI to automate manual processes.

CORE SKILLS

- **Operations & Strategy:** Cross-Functional Leadership, Executive Stakeholder Management, OKRs & Company Planning, Process Improvement, Prioritisation
- **Commercial & GTM:** Go-to-Market, Pricing & Monetisation, Packaging, Enterprise Sales, Growth
- **AI & Automation:** Workflow Automation, AI Agents, Rapid Prototyping, Claude Code, GitHub
- **Customer & Discovery:** Customer Discovery, User Research, Market Research, Experimentation
- **Product & People:** 0-to-1 Product Development, Product Ops, People Management, Squad Leadership

KEY ACHIEVEMENTS

- **£2.4B Annual Transaction Volume:** Built and scaled Dojo's remote payments suite across three squads, four international markets and 100,000+ merchant locations.
- **£2M ARR from 0-to-1:** Launched Dojo's AI-first analytics suite and grew it to 20,000+ users and 10+ Enterprise customers.
- **163% YoY Revenue Growth:** Grew revenue across three squads through product experiments, pricing work and post-payment changes.
- **500+ Sales Reps Trained:** Ran training calls for sales reps and account managers on each new product, and set up feedback loops so what frontline teams heard shaped the roadmap.
- **0 to National Scale:** Took a John Lewis direct-to-consumer venture from MVP to national rollout, increasing enquiry conversion by 50% through pricing and package experimentation.

PROFESSIONAL EXPERIENCE

Dojo | Lead Product Manager (AI, Data & Commercial) | *May 2025 – Sep 2026*

Ran the launch and commercialisation of Dojo's AI-powered analytics product, working across product, engineering, data, sales and leadership.

- Ran a week-long vision workshop with Dojo's founders and C-suite, then created the product vision film shown to the whole company at the annual conference, setting the tone for where Dojo was heading.
- Built **Intelligence Lite and Intelligence Pro from 0 to £2M ARR and 20,000+ users**, defining the proposition through customer discovery, pricing and willingness-to-pay research.
- Built AI agents that automated **6 team workflows**, including company updates, Jira automations, Notion roadmap integrations and customer insight triage, saving the team **5+ hours a week**.
- Led Enterprise customer discovery and supported sales, with the product winning **10+ customers** whose feedback shaped the roadmap.
- Owned GTM and monetisation, managed two junior PMs and set direction for product, engineering, data and commercial teams.

Dojo | Senior Product Manager (Revenue & Consumer Growth) | *Nov 2022 – May 2025*

Owned commercial performance across three squads and £2.4B in annual card turnover.

- Drove **163% YoY net revenue growth** through product experiments, pricing work and post-payment changes.
- Ran QR and post-payment experiments that lifted **merchant tips by 140%** and **review conversion by 115%** within six months.
- Led discovery and GTM for Dojo's initial move into deeper EPOS integrations with our top 7 partners.
- Ran OKR planning for the growth domain across 3 squads and presented to Dojo's founders every month, winning their backing, extra headcount and a slot at the company sales conference.

Dojo | Product Manager (Remote Payments, 0-to-1) | *Mar 2021 – Nov 2022*

Joined Dojo at under 100 people and built its remote payments business from nothing.

- Launched and scaled payment links, virtual terminals and SDKs across Dojo's mobile app and developer platform; recognised with Team of the Year and Creator Award.
- Trained **500+ sales reps** and account managers on new products, worked directly with Enterprise customers, and built feedback loops connecting frontline teams to the roadmap.

John Lewis Partnership | Delivery Lead (E-commerce & Checkout) | *Mar 2020 – Mar 2021*

Modernised checkout for one of the UK's biggest retailers.

- Led delivery across engineering, commercial teams and third-party partners to get PayPal and buy now, pay later into checkout.

John Lewis Partnership | Product Owner (0-to-1 Ventures) | *Oct 2018 – Mar 2020*

Took two 0-to-1 ventures from concept to launch.

- Scaled a direct-to-consumer MVP into a national business line, lifting enquiry conversion by 50% through pricing and package experimentation; the service earned 150+ five-star Trustpilot reviews.
- Took an industry-first in-home service from first idea to a local beta.

Waitrose | IT Graduate | *Sep 2017 – Oct 2018*

- Improved workforce planning across **300+ retail branches** while rotating through software development, analysis and project management.

Earlier: Business Associate, The Challenges Group (2017) | Research Intern, Chainformation (2015)

CURRENT PROJECTS

- **Tech with Soph | Creator, 2026–Present:** Writing about practical AI for non-technical people and building e-guides to help people use AI with more confidence. Conducted discovery with 80+ people and prototyped AI workflows with hospitality businesses.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **BSc Economics and Geography, University of Birmingham:** Advanced economic theory, econometrics, developing economies
- Foundation in Business Change and Requirements Engineering, BCS, The Chartered Institute for IT

EXTRACURRICULAR

- **Red Bull Can You Make It:** selected from hundreds of applicants for a week-long, no-money, no-phone expedition across Europe using only Red Bull as currency
- **Devizes to Westminster International Canoe Race:** 125-mile non-stop overnight race, placed 3rd in the mixed doubles category