



Nichola Wolfe

Experience & Product Strategist

Principle / Senior Manager / Independent Consultant

CONTACT ME

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- www.nicholawolfe.com
- Dublin, Ireland

SKILLS

- Experience Strategy
- Product Strategy & Direction
- Service & Journey Design
- Research & Insight
- Adoption & Enablement
- Strategic Roadmapping & Prioritisation
- Stakeholder Alignment & Facilitation
- Workshop Design & Facilitation
- Experience Measurement

CERTIFICATIONS

Design Thinking Facilitator

Accenture Learning Academy (FORM)

EDUCATION

Full Stack Web Development

Diploma
The Code Institute - 2018

Business Management

Masters
Irish Management Institute - 2016

Digital Marketing

Diploma
Digital Marketing Institute - 2014

English & Sociology

BA
NUI Maynooth - 2009

PERSONAL BIO

I'm an independent Experience & Product Strategist with over 15 years' experience working across technology, pharma, aviation, and professional services.

I help organisations shape better products, services, and experiences by connecting user needs with business goals. My work focuses on bringing clarity to what teams are trying to create, defining direction, aligning stakeholders, and guiding both product and design decisions, often working closely with senior leaders across product, design, and business.

I work across product strategy, experience design, and research, either shaping new initiatives from the ground up or working with existing products and services to understand where they fall short and how they can be improved.

My focus is on ensuring what's created works in practice, bringing together product, design, and business thinking to deliver experiences that are coherent, usable, and valuable, with a clear link to business and customer outcomes.

WORK EXPERIENCE

2023 – Present | Experience & Product Strategist (Independent Consultant)

I partner with organisations to shape products, services and experiences, bringing clarity to direction and supporting better decisions across product, design and business teams. My work is grounded in research and evidence-based decision making. I'm typically engaged at moments of change or growth to shape experience strategy, define future-state journeys and services, and guide teams from insight through to clear direction and prioritisation with a clear link to business outcomes.

Selected Projects:

Lead Product Strategist – Employee Mobility (Fuel & Fleet)

- Led customer, market, and competitive research to assess strengths, gaps, and opportunities across the product offering
- Shaped a 1-3 year product strategy and vision aligned to business objectives and market position
- Working closely with business leaders and product teams to translate strategy into clear, actionable initiatives

Product Strategy & Experience Lead – Global Pharmaceutical R&D Platform

- Shaped product strategy and experience direction for a new platform supporting clinical trial planning
- Worked with senior stakeholders to define vision, priorities, and success measures
- Aligned product, design, and adoption around real-world workflows

Experience & Service Design Lead – Global Digital Workplace Platform (Workvivo)

- Led experience strategy for the implementation of a global digital workplace platform, shaping direction across Phase 1 and Phase 2 of the roadmap
- Used research-led testing to understand employee needs across different roles, behaviours, and contexts, informing product and experience decisions
- Worked with stakeholders to align experience, product, and adoption strategy—supporting a smooth migration and consistent experience from launch through scale

Product Adoption & Strategy – Global Pharmaceutical Organisation

- Defined approach to product adoption across R&D, aligning usage with business priorities
- Developed frameworks to measure engagement and value
- Supported teams in embedding new tools into day-to-day workflows



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2022

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2018-23 | Accenture | Senior Manager, Experience & Digital Products

Led experience and product strategy across large-scale transformation programmes, working with clients in utilities, technology, and professional services.

Focused on shaping direction across products and services—connecting user needs with business goals and guiding teams from strategy through to delivery.

- Led cross-functional teams across product, design, and delivery
- Defined experience strategies and product directions for complex, multi-stakeholder initiatives
- Worked closely with senior stakeholders to align priorities and support decision-making
- Embedded human-centred approaches across programmes to improve clarity, focus, and outcomes

Selected work:

National Utilities Company – Smart Meter Programme

- Shaped end-to-end customer experience across a national rollout
- Defined journey and service direction to improve engagement and operational efficiency

Global Technology / Media Platform – SMB Experience

- Led redesign of the small business customer experience, improving onboarding and product adoption
- Brought together research, product, and design to define a more coherent end-to-end journey

2016-18 | Jobbio | Customer Engagement & Insights Lead

- Developed customer engagement and insight frameworks to optimise user experience and product uptake.

2015-16 | Silicon Republic | Client Lead & BD Manager

- Designed client programmes and campaigns focused on technology and innovation audiences.

2014-15 | Distilled Media | BD Manager

- Created advertising solutions and contributed to product development across online platforms.

2013-14 | Daft.ie | Key Account Manager

- Managed strategic client relationships and advised on digital engagement and campaign design.

REFERENCES

Available upon request.