Andrea van Onselen (née: Folgado)

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Personal Profile:

Product owner with hands-on experience owning product vision, roadmap, and delivery in a Salesforce
environment. Proven ability to bridge technical and business stakeholders, translating user needs into clear
requirements that developers can build from. Brings technical literacy (Python, Salesforce, systems integration)
combined with strategic thinking.Understands what's technically possible and how to prioritize what matters.
Experienced in end-to-end product ownership from problem identification through to stakeholder alignment,
developer collaboration, and documentation. Known for clear communication, user-first thinking, and the ability to
advocate for solutions that balance business value with technical constraints.

Immediately available and open to **hybrid or remote** roles.

Key Skills:

- **Cross-functional collaboration** — experienced working with developers, stakeholders, and operational teams
  to align on shared goals and deliver solutions that balance user needs with technical and business constraints
- **Clear communication** — translates technical concepts for non-technical audiences and articulates business
  requirements for development teams, ensuring shared understanding across all stakeholders
- **User-centered problem-solving** — conducts thorough research to understand complex problems from
  multiple angles, aligning user needs with infrastructure capabilities and long-term strategic goals
- **Strategic prioritization** — makes trade-off decisions about scope, timeline, and resources; advocates for
  high-impact solutions while managing competing stakeholder interests
- **Technical literacy** — understands system architecture, integration challenges, and development workflows.
  Can evaluate feasibility and have informed technical discussions without needing to write code
- **Continuous learning** — quickly adapts to new tools, frameworks, and problem domains through hands-on
  exploration and real-world application
- **Stakeholder trust** — builds credibility through transparency, accuracy, and reliable follow-through. Ensures
  alignment and accountability throughout the product lifecycle

Career History:

Career Break. Full Time Parent, London.   **Jan 2024 - Current**

- Maintained product and technical skills through self-directed learning in AI-assisted development and
  modern product tooling

- Built portfolio projects demonstrating end-to-end product ownership, from problem definition through to
  delivery and validation

Product Owner (Digital Product Designer). Aspect Property Maintenance, London.   **Jul 2021 - Dec 2023**

- Owned end-to-end product vision for a Salesforce-integrated Gas Safety Assessment system, identifying
  critical gaps in existing tooling and advocating for a solution that would reduce legal risk and operational
  costs
- Worked directly with developers and the systems architect to design integration with existing Salesforce Field
  Service infrastructure, writing clear specifications and defining requirements

- Managed alignment across engineering, operations, and compliance teams, delivering developer documentation and training materials to support rollout

Sales Consultant. Cellucity, Cape Town, South Africa.   **Mar 2015 - Aug 2019**

- Built deep understanding of customer needs through direct consultation, translating problems into solutions that balanced user requirements with business constraints

- Managed complex customer relationships through clear communication, trust-building, and follow-through on commitments

- Supported peer team members by identifying workflow gaps and suggesting process improvements that made their work easier

CCLO -> Sales Consultant. Vodacom Pty LTD, Cape Town, South Africa.   **Nov 2008 - Feb 2015**

- Developed consultative approach to support, understanding root causes of customer issues before recommending solutions

- Managed escalations and complex situations by staying calm under pressure and finding paths forward that satisfied multiple stakeholders

- Built and maintained relationships across teams, ensuring smooth handoffs and coordinated problem-solving

Projects:

- **Gas Safety Assessment** - Owned end-to-end product vision for a Salesforce-integrated Gas Safety Assessment system that reduced legal compliance risk and cut operational costs for field engineers. Collaborated with developers and stakeholders to define requirements and ensure seamless integration with existing Field Service infrastructure. https://cardiniscode.github.io/gas-safety-assessment.html
- **Job Hunt Manager** - Built and owned a full-stack job application tracking tool addressing gaps in existing job search workflows. Defined features, managed the product roadmap, and validated user experience through testing. https://cardiniscode.github.io/job-hunt-manager.html
- **Dynamic Invoice Template** - Led development of a consolidated Salesforce invoice system that unified eight separate templates into one dynamic version. Used Apex to prototype the technical approach, then oversaw the developer's work through to completion. The result eliminated template maintenance complexity for the finance team.

Professional Training and Education:

- **NCFE Level 1 Developing Customer Service Skills,** LBM & GSS, March 2026
- **CS50: Introduction to Computer Science.** HarvardX (edX), June 2021.
- **Introduction to Python Programming**. Georgia Tech (edX), 2020
- **A-Levels (AVCE): Business Studies & ICT**. Kingston College, London, July 2006
- **GCSEs**. Cams Hill Secondary School, Portsmouth, July 2003

Career Objective:

- Seeking a **Product Owner** or **Technical Product Manager role** where I can own product **vision, collaborate** with development teams, and **drive delivery of user-focused solutions**. Experienced in **full-stack product ownership** from problem definition through **stakeholder** alignment and launch.

References are available on request.