

Deborah Causton

EXECUTIVE SUMMARY

Product **Executive** Transformative **Leadership** Digital **Technology**





Profile

A product and technology executive with extensive experience shaping innovative platform strategies across sectors including construction, fleet management, eCommerce and travel. My work focuses on developing market-responsive approaches that connect product and technology to growth opportunities, while integrating emerging technologies with strategy to enhance operational efficiency and drive transformation. I bridge complex systems with practical business applications by rationalising portfolios, realigning product ambitions and embedding commercial accountability across digital ecosystems.

As a leader, I'm emphasising clarity, cohesion and sustainable delivery. I've led international teams of 180+ across product, UX, engineering, data and analytics, building collaborative structures, enabling agile adoption and fostering high-performing environments.

Strategic Outcomes

Business Versatility & Innovation

Delivering growth across B2B, B2C and B2B2C across multiple industry sectors.

- Positioned Manufacturing Execution System as a strategic pillar through a platform-to-franchise model, reducing operational cost and increasing scalability
- Consolidated fragmented initiatives into a long-term B2B platform strategy, unlocking €80M ARR in AI-driven EV asset operations (fleet, charge planning, GPS)
- Reduced operational workload by 50% via AI-based predictive occupancy analysis in global travel reservations, improving B2B negotiation leverage and tech leadership

Commercial Strategy & Revenue

Crafting revenue strategies across SaaS, platforms and ecosystem models.

- Defined product-market fit for a Building OS strategy by repositioning an IoT offer to the orchestration of infrastructure management and operational optimisation, enhancing GTM traction and competitive position
- Established a €65M revenue growth strategy for an international fashion brand transforming bricks-and-mortar operations and shifting focus to direct-to-consumer initiatives
- Led a customer journey strategy at a leading eCommerce player, identifying friction points and value drivers to unlock new revenue streams

Platform Thinking & Transformation

Building scalable platforms and technology innovation for ecosystem thinking.

- Led the modernisation of an infrastructure program, implementing a service-oriented architecture to decouple B2C, B2B and subsidiary operations.
- Enabled digital expansion across B2C, B2B and subsidiaries in a €500M business via microservices stack, improving delivery speed and operational efficiency
- Led post-merger platform integration of two EU marketplaces into a single UI and architecture, streamlining experience and reducing overhead

Career Companies



McKinsey
& Company



Experience

I bring a range of expertise that spans the full product and technology lifecycle. My capabilities reflect deep technical fluency, commercial acumen and a proven ability to lead complex transformation across industries. These are the pillars of my capabilities:

Product Management

Revenue & business models, vision setting, horizon management, strategy and roadmap delivery

Transformation & Operations

Agile leadership, digital economy, OKRs, organisation design, change management, ERP and automation (RPA/Agent) integration

Technology

Expertise across cloud architecture, virtual reality, AI/ML, parameterisation, IoT (firmware/hardware) and digital twins

Digital Commerce & Platforms

Commercialisation strategy, go-to-market execution, B2B/B2C, e-commerce, SaaS, PaaS and marketplace enablement

Data & Analytics

Working understanding in data warehousing, data fabrics, knowledge graphs, retrieval-augmented generation (RAG) and ontologies

Capability Building

Leadership, team management and development, scaling and culture transformation

References

“Ms Causton achieved several key milestones: Developed a comprehensive Product Strategy... projecting over 35% operational savings... Shifted the strategic focus of the Building Operating System... to improve product-market fit and profitability... fostered a truthful, constructive and inclusive culture.” - **Gropius**

“Deborah Causton has impressed me beyond scale as a deeply engaged, knowledgeable, experienced, laser-focused, fast decision maker and inspiring leader... Her deep understanding of the needs of software and platform engineering helped to drive the execution of the engineering strategies.” - **Former CIO, HRS**

“Deborah took on a leadership role early in her tenure... mastered many complex project-related issues... demonstrated outstanding professional capabilities and tactical skill in strategic management... talent for finding unconventional, yet pragmatic solutions.” - **McKinsey & Company**

“Deborah brought clarity through the tough times we were going through. She came in, saw the big picture, and laid it out for us... She helped us implement many initiatives, from a new organisation model... to introducing RPA and Digital Twins concepts. These had a huge positive impact on our teams.” - **Former VP Technology, USC**

“Deborah was a joy to work with because of her amazingly positive attitude... can-do attitude and team-building skills were also necessary and valued... Her understanding of product management and ownership became clear to all who worked with her.” - **Former Head Agile Centre of Excellence, McKinsey Digital**

Values

Leadership

I prioritise understanding individual motivations, favouring collaboration over hierarchy and pursuing ambitious goals through practical, incremental steps. I build teams around inclusivity, transparency and shared ownership, fostering a unified work culture.

I believe effective leadership requires empathy and clarity. By aligning with what drives people, I deepen engagement and builds genuine commitment to the mission.

Transformation

I approach transformation as both a strategic and cultural shift. I believe it must reflect competitive conditions, structural realities and team motivation, never imposed through generic frameworks.

I pay close attention to an organisation's behaviours, leadership dynamics and working structures. For me, meaningful transformation requires shifting entrenched habits while aligning systems, people and execution around a clear, achievable direction.

Digital Strategy

I see digital as an enabler, not an outcome. Its value lies in solving real customer problems, whether through automation, personalisation, omnichannel coherence or interoperatable efficiency, in service of business relevance.

For me, a strong digital strategy is inseparable from core business priorities. It integrates technology, data and execution into a integrated system that delivers measurable impact without relying on superficial innovation.

Technology

I sees technology as a balancing act: flexible yet robust, accessible yet secure, governed without being restrictive. My approach is grounded in business-case reality, ethical responsibility, privacy and long-term sustainability.

For me, future-proofing is essential, technology must enable persistent evolution without building in bureaucracy.

Chat Agent



Deborah Decoded

By Deborah Causton

An assistant designed to answer questions about Deborah's professional experience, beliefs and fit for leadership roles. Ask a question or upload a job specification.

Summarise
Deborah's
experience?

What is Deborah's
perspective on AI?

Summarise
Deborah's
leadership style?

Show me some
references
about Deborah?

Ask anything



I have developed a dedicated GPT agent that enables the interrogation of my background, beliefs, sector experience and verified references directly and transparently.

<https://tinyurl.com/deborah-decoded>

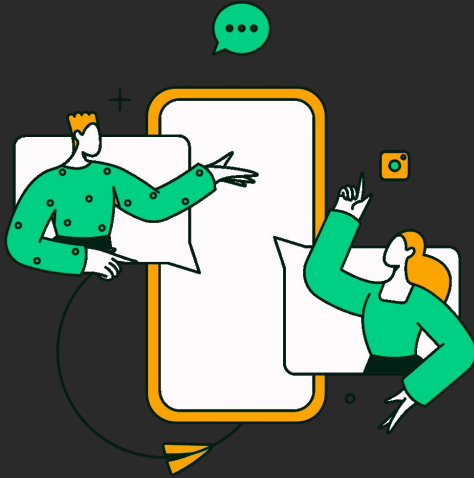


Projects & Sabbatical

Beyond executive roles, I lead several external projects. I am the creator of ***WhyByProduct***, a writing series demystifying commercial strategy in product management and recently founded ***The Connected Build***, a provocation platform challenging the built environment sector to adopt transformative technology from an embedded digital strategy perspective.

During my sabbatical, I launched ***linking:debate***, a structured discussion forum bringing together technologists, activists, policy makers, academics and industry leaders to interrogate the intersection of democracy, ethics and technology (currently being restructured to a podcast series). I also worked on ***Kilimpombo***, a non-profit endeavour coordinating supplies to NGOs through eCommerce-based supply chains. Alongside this, I have been deepening my understanding in knowledge graph and A. I. technologies and am completing my first fiction book centred on AI and the impact on the human condition.

Contact



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