

Nina Nicholls

Senior Technical Product Manager | Industrial SaaS | Cloud Transformation

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PROFESSIONAL SUMMARY

Senior Technical Product Manager with 10+ years of experience delivering complex industrial SaaS products in the mining, metals and minerals sector. Proven track record leading cloud transformation and commercial modernisation initiatives — including migrating enterprise customers from perpetual to subscription licensing — while owning end-to-end product roadmaps and influencing across engineering, architecture, UX and customer teams without direct line authority. Combines deep technical fluency — grounded in 3+ years as a software engineer — with strong stakeholder engagement and enterprise product strategy. Trusted by tier 1 global mining customers across hundreds of operational sites worldwide. Passionate about applying AI, cloud-native architecture and intelligent automation to modernise industrial operations and drive measurable business value.

CORE COMPETENCIES

- Product Strategy & Roadmap
- Cloud Transformation & Modernisation
- Commercial & Licensing Strategy
- Agile Delivery (SAFe / Scrum)
- Stakeholder & Executive Alignment
- Influencing Without Authority
- Voice of Customer & Requirements
- AI / ML Product Integration
- Technical Architecture Fluency

WORK EXPERIENCE

Senior Technical Product Manager | AVEVA

May 2025 – Present

Products: Production Management & CONNECT platform capabilities (Industrial SaaS, cloud platform)

Key Achievements

- Driving the ongoing evolution of Production Management on the CONNECT industrial cloud platform, expanding cloud-native capabilities and shaping the platform's long-term architecture to support flexible, scalable deployment for enterprise customers.
- Defined product requirements across cloud capabilities, rules engines, event templates and multi-site enterprise features, balancing technical feasibility with long-term strategic value in complex, safety-critical global operations.
- Shaped product direction for a customer base of tier 1 global mining companies operating across hundreds of sites worldwide, engaging directly with operational and executive stakeholders to align product strategy with real-world needs.
- Leading geographically dispersed development teams, influencing and aligning R&D, UX, architecture, marketing and customer stakeholders across organisational boundaries to deliver high-impact product initiatives.

Focus Areas

- Cloud platform capability development and industrial product modernisation
- Roadmap ownership and stakeholder alignment in high-complexity, mission-critical environments
- AI/ML integration and intelligent optimisation for industrial operations
- Data, analytics and event-driven workflows at enterprise scale

Product Manager, Production Management | AVEVA

August 2021 – May 2025

Product: Production Management (Industrial SaaS, mining, metals & minerals)

Key Achievements

- Led the delivery of the first hybrid cloud release of Production Management on the CONNECT industrial cloud platform — a landmark modernisation milestone enabling flexible, scalable deployment models for enterprise customers.
- Played a key role in migrating the customer base from perpetual licensing to a subscription model, supporting long-term ARR growth and aligning commercial structure with modern SaaS delivery.
- Delivered a new responsive web client enabling field operators to access Production Management on tablets and in-browser, significantly modernising the user experience for operational teams.
- Shipped a native PI connector, improving data integration for customers running PI historian environments.
- Shaped roadmap and product direction in collaboration with tier 1 global mining customers, navigating complex technical constraints, mission-critical environments and high operational stakes.
- Drove continuous product improvement through voice of customer programmes, translating operational challenges into prioritised features and enhancements.

Program Manager | AVEVA

June 2015 – August 2021

Products: Production Management, Worktasks (Large-scale industrial software, budgets in excess of £2M)

Key Achievements

- Acted as primary liaison between the Production Management and Worktasks product and development teams, ensuring customer needs were accurately translated into prioritised features at epic and feature level.
- Simultaneously managed two large-scale, complex software products ensuring on-time, on-budget delivery within a Lean and Agile execution environment, maintaining programme backlogs across geographically dispersed teams.
- Conducted voice of customer sessions and acted as customer proxy in product decisions, directly influencing roadmap prioritisation across a global enterprise customer base.
- Facilitated agile ceremonies including release planning events, standups, retrospectives and backlog grooming.
- Delivered technical product presentations and demonstrations at industry conferences and to enterprise customers; drove continuous improvement in product documentation.

MES Solution Quotation Specialist | Schneider Electric

September 2014 – June 2015

- Prepared responses to RFI/RFQ opportunities in collaboration with sales and engineering, calculating costs and maintaining project margins.
- Translated business requirements into product capabilities; created test strategies to ensure functional accuracy.
- Assisted project engineering writing C# code for custom MES solutions and contributed to the team knowledge base for future tender responses.

Software Engineer | IBM

July 2012 – September 2014

- One of the founding developers of IBM Bluemix (Platform as a Service) and its single sign-on service; contributed to the product demo at IBM Pulse Convention, which received recognition from senior executives.
- Developed and tested IBM Security Identity Management adapters for high-profile clients including the Dubai Government.
- Developed and tested IBM Security QRadar SIEM features using C++ and Python.

EDUCATION

Graduate Certificate of Business Administration | *Swinburne University of Technology* 2017 – 2019

Recognition for High Achievement

Bachelor of Information Technology (Software Design) | *The University of Queensland* 2009 – 2012

CERTIFICATIONS

Certified Scrum Product Owner (CSPO) — *Scrum Alliance*2016

ICAgile Certified Professional – Business Value Analysis — *ICAgile*2015

Certified SAFe Agilist — *Scaled Agile, Inc.*2015

TECHNICAL SKILLS

Product Tools: JIRA,ADO, Confluence, Aha!, Target Process, TFS, Rational Team Concert, Microsoft Project

Methodologies: SAFe, Scrum, Agile Product Management, OKRs, Voice of Customer

Technical: Cloud-native SaaS, REST APIs, .NET, Angular, Docker, PostgreSQL, C#, C++, Python, Hyper-V, VMware

Design & Collaboration: Balsamiq, Figma, XMind, Microsoft Office Suite,

ADDITIONAL

- Hands-on technologist: building multiple self-hosted, AI-powered applications (.NET, Angular, Docker, PostgreSQL) and actively experimenting with home automation and energy-monitoring systems — maintaining close proximity to modern engineering practices that directly inform product decisions.
- Genuine interest in how AI, automation and cloud-native systems can improve operational efficiency and support sustainability outcomes in industrial environments.

Professional referees available upon request.