



JANINE BALLANTYNE

PRODUCT MANAGER

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PROFILE

Versatile and customer-focused Digital Product Manager with extensive experience delivering innovative insurance solutions across life, general, and travel products. Adept at leading end-to-end product development, digital enablement, and post-acquisition integrations that drive customer engagement, operational efficiency, and business growth. A strong ability to translate complex ideas into practical, customer-first solutions, backed by a proven track record in CX strategy, cross-functional leadership, and campaign execution. Known for adaptability, critical thinking, and collaborative style, consistently delivering results in fast-paced, evolving environments while fostering strong stakeholder relationships and team alignment.

TRAINING & QUALIFICATIONS

- **Bachelor of Commerce & Administration (Marketing & Management):** Victoria University of Wellington, 1993
- **National Certificate of Exercise Science (with Distinction),** Central Institute of Technology, 1994
- **Continuing Professional Development:** NZ Register of Exercise Professionals (Ongoing)
- **First Aid Trained:** Red Cross NZ (re-certification every 2 years)
- **Agile Methodology:** 2016

KEY COMPETENCIES

Data Entry and Attention to Detail: Demonstrated advanced proof machining skills at NAB, including achieving high-speed data entry with 15,000 numeric and 10,000 alphanumeric keystrokes, 70 WPM typing speed, and exceptional accuracy in high-pressure, high-volume environments

Software Proficiency: Skilled in utilising various tools and databases to store, query, and retrieve critical information efficiently.

Compliance with Regulations: Ensured strict adherence to relevant regulations by applying detailed knowledge of industry and compliance standards during data entry and reporting.

Record Keeping: Maintained comprehensive, accurate records for diverse datasets, from invoice entries to regulatory compliance documentation, supporting operational efficiency and readiness with organized and up-to-date files.

Time Management – Excels in prioritising tasks and meeting tight deadlines without compromising quality.

Communication Skills: Exhibits strong communication skills by effectively liaising with vendors, internal teams, and stakeholders to resolve discrepancies and ensure smooth data processing workflows.

Problem-solving: Leverages problem-solving abilities to quickly identify and address issues, such as discrepancies in data or missing information, ensuring accurate and timely completion of tasks.

Highly Adaptable – Quickly integrates new technologies, procedures, and tools to meet evolving workplace demands.

Relationship Building: Builds and maintains strong professional relationships through trust, and collaboration to drive teamwork and organisational success.

SAMPLE

ACHIEVEMENTS

nib nz limited

- Played a key role in supporting a new life and living insurance product (April 2025) by aligning development with adviser insights and market needs under tight timelines.
- Led business engagement for nib's first fully digital life insurance offering (March 2025), delivering a seamless end-to-end customer journey through testing and execution.
- Served as SME during the 2022–2023 Kiwi Insurance migration, overseeing transfer of digital tools and content, and coordinating cross-team delivery across internal and external stakeholders.

Kiwi Insurance Limited (Kiwibank)

- Pioneered Kiwibank's first online insurance estimator (2017), converting customer education into a scalable lead-generation tool.
- Enabled digital self-service by integrating insurance products into Kiwibank's mobile app (2018), creating the first digital access point for policyholders.

EXPERIENCE

nib nz limited

'25

Apr '22 – May

Digital Product Manager – Life Products

- ◆ Product development and enhancement aligned with customer needs and strategic goals.
- ◆ Oversaw end-to-end lifecycle management of life and living insurance products.
- ◆ Pricing and performance oversight to drive profitability.
- ◆ Collaborated with marketing, legal, and external partners to deliver compliant, customer-facing content – including campaign materials.
- ◆ Supported key product and digital initiatives aligned with market dynamics and operational objectives.

Kiwi Insurance Limited (Kiwibank)

'22

Apr '17 – Apr

Senior Product Manager

- ◆ Held end-to-end responsibility for delivering digital insurance solutions across life insurance products.
- ◆ Ensured products were optimised for both digital self-service and assisted distribution channels.
- ◆ Collaborated closely with marketing and distribution teams to align product design with business objectives.
- ◆ Supported sales enablement initiatives to enhance adviser and partner engagement.
- ◆ Integrated customer servicing strategies to uphold consistent and high-quality customer experience standards.

Westpac Life-NZ-Limited

2001 – 2017

Insurance Product Manager (Contractor)

2011 – 2017

Insurance Product Manager

2001 – 2009

- ◆ Oversaw development, delivery, and performance of retail insurance products across third-party partnerships and digital channels.
- ◆ Managed partner and channel relationships to optimise customer engagement and product effectiveness.
- ◆ Led and contributed to product improvement initiatives to enhance competitiveness and value.
- ◆ Supported cross-functional projects, ensuring alignment between product, digital, and operational teams.

REFERENCES

Nick Brancock

Manager

Horshoe Bay Bank

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Maureen Matheson

Principal Project Officer, HECS

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