Ewan Macdonald

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Director of Product
SportsDataIO

06/22 – Present

- Build and optimize a best-in-class sports stats database, leading data ingestion, storage, and API delivery to power real-time and historical statistical insights.
- Work closely with engineering, UX, and business teams to create seamless stat experiences, balancing fan engagement and monetization strategies.
- Lead the development of live game tracking features, working with cross-functional teams to ensure accuracy, speed, and scalability.
- Design and maintain data-driven performance analytics dashboards, helping stakeholders analyze user behavior and optimize feature enhancements.
- Automate key sports data workflows using Python, AI tools, and Make.com, increasing reliability and reducing manual effort.

Senior Product Manager
Neighborly

03/20 – 06/22

- Led B2C digital transformation efforts, helping millions of users seamlessly engage with franchise services across web and mobile platforms.
- Owned and led product management activities, including backlog management, product spec and requirements writing, and user experience flow production.
- Developed and optimized customer-facing data experiences, refining user flows through A/B testing and analytics-driven insights.
- Managed four PMs and partnered with engineering and design teams to enhance multi-platform engagement, ensuring a scalable and intuitive user experience.

Product Manager (Contract)
SportsDataIO

10/19 – 03/20

- Optimized sports data ingestion and API integrations, improving accuracy and speed of data retrieval for live and historical stats.
- Worked with external data providers to refine real-time and predictive modeling capabilities, driving deeper fan engagement.
- Designed and executed sports data experiments, leveraging key performance metrics to guide product enhancements.

Product Owner – Ad-Funded Video Player
DAZN

01/17 – 10/19

- Developed data pipelines supporting a global publisher network of 900 partners, integrating real-time analytics and audience segmentation on 3 billion plays a year.
- Contributed to mobile-first rebuild and interactive video features for a global digital audience, increasing engagement by 60% YoY.
- Led compliance initiatives, including GDPR and browser policy updates, while maintaining performance at scale.

Product Manager – Goal.com
01/13 – 01/17

- Transitioned the platform to a mobile-first, responsive front end.
- Upgraded a bespoke CMS to support 600+ staff across 20 sites in 15 languages.

Managing Editor of Product Development
Goal.com

07/11 – 01/13

Chief Editor
Goal.com International Edition

03/09 – 07/11

Copywriter
Hilton eBusiness Services

03/06 – 03/07

EDUCATION

MA (Honours) 1st Class in Politics – University of Glasgow – 2006

SKILLS

- Sports Data & Stats: Database architecture, live game tracking, real-time analytics.
- Cross-Functional Collaboration: Engineering, UX, data science, business strategy.
- B2C Digital Engagement: Personalized content, multi-platform experiences, monetization strategies.
- Performance Analytics: KPI tracking, A/B testing, user behavior analysis.
- Agile Product Development: Product roadmaps, sprint planning, backlog management.
- Automation & Data Optimization: Python, SQL, Make.com, AI-driven workflow automation.