

Henry Williams

New York, NY | (212) 444-2796 | henry@digitalhen.com | linkedin.com/in/digitalhen

PROFESSIONAL SUMMARY

Strategic product leader with 12+ years driving consumer and B2B products from conception to scale across news media and financial services. Currently Interim Director of Consumer Product at Reuters, overseeing AI-powered products serving millions of users with \$10M+ ARR. Identified Reuters as the #1 cited news organization on ChatGPT (60% citation share) and built AI features achieving 5–10x industry engagement benchmarks. Unique combination of BSc Computer Science, Master of Journalism (Google Scholarship), and a decade building real-time trading platforms at tier-one investment banks. Builder who ships: founded three AI-powered platforms and built multiple production MCP servers.

PROFESSIONAL EXPERIENCE

Interim Director, Consumer Product

2022–Present

Reuters Professional — New York, NY

Leading consumer product organization with full director-level accountability. Managing product team plus cross-functional teams across mobile, AI, podcasts, and partnerships. Overseeing consumer products serving millions of users with \$10M+ ARR.

- Identified Reuters as #1 cited news organization on ChatGPT with 60% citation share; discovered ChatGPT referral traffic converts at 3x the rate of Google search
- Developed distributed paywall concept for AI platforms — pioneering “Reuters as a Service” for direct content integration into AI products, collaborating with OpenAI on agentic commerce protocol
- Built AI-powered push notifications achieving 10% CTR (5–10x industry standard) with zero editorial corrections needed
- Created personalization framework delivering 10x engagement lift through behavioral clustering and regional content surfacing based on 30+ user interviews
- Co-founded AI Governance Committee (editorial, product, engineering, legal, communications); gave editorial genuine veto power on AI features — reduced editorial pushback by 80% and accelerated AI shipping
- Built Cross Check: multi-LLM content validation system with confidence scoring, source attribution, and human review steps
- Created FIRE methodology (Fast Innovation & Rapid Experimentation), compressing development cycles from 3 months to 3 weeks using AI tools
- Rebuilt Reuters News app reaching 1M users in 20 days through phased roadmap (performance → personalization → monetization)
- Launched mobile subscriptions from zero to \$1M ARR in first 4 weeks; mobile drove 55% of subscription conversions despite only 1% of total traffic
- Built podcast platform from zero to 7M downloads with projected \$9M ARR, creating new distribution channel for journalists
- Managed strategic partnerships with Apple News and Samsung News driving 30M+ monthly active users
- Designed win-back campaign achieving +88% conversion lift, shipped in 2 weeks; optimized paywall placement for +12% conversion improvement
- Increased DAU/MAU ratio by 10%; reduced first-month subscriber churn by 15% through A/B tested onboarding flows
- Boosted ad revenue by 15% while reducing ad volume by 80% through placement optimization
- Established test-and-learn culture shipping 20+ A/B tests with hypothesis-driven frameworks and kill criteria defined upfront

Director, Strategic Initiatives

2019–2021

Dow Jones Technology — New York, NY

- Implemented Airtable as source of truth for 250+ projects, improving visibility and workflow automation across entire product portfolio
- Spearheaded “Project Kondo” reducing recurring cloud costs by over \$1M through systematic audit and streamlined operations
- Developed data-driven models for personalized content recommendations and automated reporting dashboards
- Grew intern program from 35 to 125 students with structured training curriculum and mentorship programs
- Managed cross-functional coordination across distributed teams spanning New York, Hong Kong, and London

Deputy Editor, WSJ Pro

2013–2019

Wall Street Journal — New York, NY & Hong Kong

- Launched WSJ Pro Artificial Intelligence as 0→1 B2B enterprise subscription product — 50,000 users on day one
- Improved e-commerce funnel boosting sign-ups by 25% through data-driven optimization
- Created viral check fraud story driving 700K+ unique non-member visitors and 50+ new paid subscribers
- Led financial graphics and data visualization for 2M+ daily subscribers; created WSJ's first immersive interactive project generating 1M+ views

Vice President, Trading Platforms

2010–2012

Morgan Stanley — Hong Kong

- Managed team of 5 analysts developing trading platforms, risk analytics, and market data systems for Fixed Income and Credit desks
- Built real-time trading platforms with sub-second latency handling billions in daily trading volume
- Led data integration initiative delivering 30% improvement in query efficiency across global operations (Hong Kong, Singapore, Tokyo, London, New York)

Associate → AVP, Technology

2002–2010

Lehman Brothers / Barclays Capital — London, New York, Singapore

- Developed repo trading platform for Americas desk; built real-time data analytics and alerting systems for Fixed Income trading desks
- Led technology teams through Lehman bankruptcy transition to Barclays, maintaining operational continuity during crisis
- Built prime brokerage technology team from zero to 10 FTEs running 24/7 global IT service management

EDUCATION

Master of Journalism — University of Hong Kong (2013)

Full scholarship from Google. Focus on digital journalism and technology.

BSc Computer Science — University of Exeter, UK (2004)

SIDE PROJECTS

Transcord (2018–Present) — AI-powered call recording and transcription platform processing 300+ minutes daily with real-time transcription, speaker diarization, and semantic search. Built MCP server for LLM integration. Bootstrapped 6+ years, full stack.

CEDAR Co-Parenting (2023–Present) — NLP/sentiment analysis pipeline processing 9,900+ emails with court order mapping across 60+ provisions. Built as MCP server integrating directly into Claude.

App Review Analysis Tool — MCP server analyzing 40,000+ app store reviews across 8 news publications with automated sentiment analysis, theme extraction, and persona clustering.

SKILLS

AI/ML: Generative AI (GenAI), Large Language Models (LLM), RAG architecture, MCP servers, prompt engineering, multi-LLM validation, agentic AI, AI governance, responsible AI

Product: Product strategy, product roadmap, A/B testing, experimentation, OKRs/KPIs, subscription revenue, P&L management, go-to-market, cross-functional leadership

Technical: JavaScript, Python, Node.js, React, SQL, Java, C++, AWS, GCP, API design, microservices, distributed systems, real-time systems

Data & Analytics: Snowflake, Google Analytics, GA4, Chartbeat, Datadog, Segment, AB Tasty, funnel analysis, conversion rate optimization (CRO)