



# Danny Potter

Continuous Improvement Manager



**Linkedin**  
/danny-potter



**Website**  
dannypotter.co.uk

## Highlights

- Won an internal company Above and Beyond Award (2023) for recognition of my efforts in multiple disciplines.
- Led two rebrands to reposition the company as a valued AWS partner for SMB and enterprise.
- Established scalable onboarding, identity, and IT operations frameworks.
- Delivered a 100+ attendee Generative AI launch event with partners including NVIDIA and Anthropic.
- Designed and launched two SaaS platforms.
- Built and optimised Salesforce CRM processes across sales and finance.

## Skills

- Salesforce CRM
- Process Improvement
- Automation
- UX Design
- IT Systems
- Brand Strategy

## Education

2015-2019

### University of Brighton

Bachelor of Science (BSC) Product Design and Technology

< 2015

### Oakwood Park Grammar

3x A Levels & 12 GCSEs

### Phone

07543562922

### Email

danny@warp9.co.uk

### Location

Kent, UK

## Professional Summary

A jack of many trades with hands-on experience across IT operations, finance and revenue operations, design and marketing, and project management, gained over 6.5 years at Firemind. Currently a Continuous Improvement Manager, owning internal IT and operational platforms across a scaling organisation. Experienced in Salesforce (Sales Cloud & Pardot), automation, and process optimisation, with a strong track record of translating messy business problems into simple, scalable solutions. Comfortable operating between strategy and delivery, leading change, and building the foundations teams need to work better as the company grows.

## Experience

### Continuous Improvement Manager

Sep 2024 - Present

Owned the identification, prioritisation, and delivery of operational and system improvements across the business. Led initiatives spanning internal IT, Salesforce, process optimisation, and automation, working closely with leadership and delivery teams to remove friction and scale effectively. Established foundational systems, governance, and documentation to support growth, while translating business needs into practical, measurable improvements.

### Design Team Lead

July 2020 - Sep 2024

Led the design function across UX, visual design, marketing, and brand identity. Owned the evolution and governance of the company's brand, ensuring consistency across website, campaigns, sales materials, and customer touchpoints. Worked closely with sales, engineering, and leadership to align design and marketing outputs with commercial goals, while setting design standards, improving delivery processes, and mentoring designers.

### UX Designer

June 2019 - July 2020

Delivered user-centred design across digital products, marketing journeys, and internal tools, working closely with stakeholders and engineers to turn complex requirements into clear, usable experiences. Led research, wireframing, prototyping, and usability testing, with a strong focus on accessibility, consistency, and real-world user needs. Established UX best practices and design systems that improved quality and efficiency as the organisation scaled.