

EXECUTIVE PROFILE

Gerard Short

Scaling Digital Platforms, Product Organisations & Commercial Growth

Enterprise transformation executive with 17+ years leading global product, platform and digital growth initiatives across banking, payments, retail, healthcare and travel.

71

COUNTRIES OPERATED

1B+

ANNUAL VISITS SCALED

53M+

CUSTOMERS IMPACTED

400%

OPTIMISATION UPLIFT

300+

GLOBAL TEAMS LED

£600M+

PORTFOLIO VALUE LED

PROFILE

Senior Product & Transformation Executive

Gerard Short is a product and transformation executive with more than 17 years of experience leading enterprise-scale digital transformation across banking, payments, healthcare, retail, luxury commerce and travel. He specialises in platform modernisation, product operating models and commercial growth — moving organisations from fragmented, project-led delivery to unified product organisations aligned around customer outcomes and measurable commercial impact.

EXPERTISE

- Product Operating Models
- Enterprise Transformation
- Digital Platforms
- Payments & Fintech
- Omnichannel Commerce
- Commercial Growth
- Executive Leadership

INDUSTRIES

- Banking
- Payments
- Healthcare
- Retail
- Luxury
- Travel

SELECTED TRANSFORMATION OUTCOMES

HSBC

71 countries unified on a single digital banking platform — 1B+ annual visits, 400% optimisation uplift.

NHS Digital

National COVID-19 response — scaled testing from 50k to 1M+ tests per day.

Farfetch

Store of the Future — omnichannel luxury innovation driving 300% GMV growth.

Hurtigruten

Digital-first transformation — D2C growth and dynamic pricing, +25% revenue per passenger.

Let's discuss your transformation challenge.

gerard@gerardshort.com · linkedin.com/in/gerardshort · gerardshort.com