

# JOANNA WENG

## Senior Product Manager



### CONTACT



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### EDUCATION

University of Waterloo

Bachelor's degree

Honours Legal Studies & Business

Minors: Economics & Cognitive Science



### EXPERTISE

#### Professional Skills

Product Management

Data Analysis

Roadmap Development

A/B Testing



#### Analytic Skills

Adobe Analytics

Salesforce

Tableau

Pendo



#### Design Skills

Wireframes

Prototypes

Figma

InDesign



#### Personal Skills

Communication

Organization

Leadership

Problem-Solving



### WORK EXPERIENCE

2023 - Present

EQ Bank  
(Equitable Bank)

Toronto

#### Senior Product Manager, Digital Banking

- Responsible for stakeholder management and market research to develop the product strategy, roadmap, and feature definition of a MVP business banking product with digital onboarding, account management, and money movement.
- Lead a 40-person cross-functional team to develop a web app to target the small business segment of Canada (~1M) with a projected ~2B in deposits over 5 years.
- Manage P&L table and KPIs to set interest rates and fees.

2022 - 2023

Thomson Reuters

Toronto

#### Product Manager, Digital Commerce

- Led all Trials-related data analytics for B2C SaaS products to understand user engagement, pain points and conversion rates throughout the entire user journey which has resulted in a 40% increase in user base.
- Identified gaps in Trials onboarding process and led builds of features across engineering and design to grow subscription revenue through increased engagement and sales of 20%+.
- Collaborated with stakeholders to identify features and deliver deployments on-time and under-budget.

2019 - 2022

Interac Corp.

Toronto

#### Product Owner, Digital Payments

- Engaged with cross-functional teams to develop a MVP payments solution and oversaw full product lifecycle from inception to development, design, and implementation.
- Effectively facilitated the testing and integration of Interac with Apple Pay and Google Pay for merchants and 8+ banks which resulted in double-digit transaction growth rates MoM.
- Developed financial forecasts for entire eCommerce portfolio for P/L management based on KPI trends, competitor analysis, and market research.

2018 - 2019

DealTap Group  
(Remine Inc.)

Toronto

#### Product Manager, B2C SaaS

- Implemented A/B experiments to determine target-user preferences and identify core features/enhancements to develop MVP roadmap which resulted in a 2.0 version of the SaaS B2C product with less technical bugs and over 20% faster performance.
- Designed analytical dashboards to monitor product performance and product KPIs which reduced manual reporting work by 15 hours weekly.
- Efficiently managed two development teams, managed stakeholder relationships, and helped define go-to-market strategy.