Aaron Stuart

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EMPLOYMENT OBJECTIVE

To hold employment position that requires the application of business-focused and technically-centered skills to excel. The primary aspiration is to fill a position that requires proficiency in the discipline of product management showcasing key characteristics of leadership, accountability, creativity and autonomy being principle. The ideal fit is to work in an emerging, dynamic environment that allows interaction with an ecosystem of internal stakeholders, strategic partners and target consumers to achieve well-defined strategic objectives that drive value for a high-technology business.

EMPLOYMENT EXPERIENCE

Desire2Learn   **January 2012 – Present**
Consumer Mobile Group, Product Management   **Kitchener, Ontario**

- Holding leadership roles as senior technical product manager in Mobile and Planning Groups
- Leading as scrum master and product owner in the Agile software development framework with the goal of delivering value frequently and in a way that allows the team to iterate.
- Identify new, potential market opportunities within the company's distinctive competencies and develop business cases and concept summaries as necessary inputs to implementation phases
- Solicit customer, prospect and partner input (via customer calls, user groups, site visits, tradeshows, surveys, win/loss analyses, etc.) to understand market challenges and requirements
- Assess new technologies and determine how to utilize them to improve product lines
- Conduct competitive analysis relative to feature sets, underlying technology, product workflow, usability, etc. to establish technical differentiation and feature/benefit statements

Research in Motion (RIM) BlackBerry   **September 2004 – January 2012**
BlackBerry Services Software, Product Management   **Waterloo, Ontario**

- Responsible for holding sr. product management positions in BlackBerry Platform Services Group.
- Term of employment has involved leading product management of BlackBerry Enterprise Server, BlackBerry Application Platform Tools & APIs and BlackBerry Messenger (BBM) offerings.
- Identify problems in the market and articulate to internal stakeholders how developed products and services are best developed and positioned to meet needs of key personas in significant consumer/enterprise and application developer segments.
- Analyze worldwide target markets and competitive environments to determine product differentiation and synergies with other offerings in the market or proprietary portfolio. Result is identification of new product and/or new business opportunities that solve problems for the mobile user.
- Lead initiatives of translating voice of customer/market to tangible elements of product definition.
- Primarily lead on inbound product management activities that include emphasis on business case development and business planning and market/product requirements definition
- Secondarily lead go-to-market and in-market activities necessary for downstream success of product
- Role requires managing multiple software products in varying stages of product lifecycle.
- Hold subject matter expert and point of contact roles for supporting groups such as ISV Alliance Partner community.

Alcatel-Lucent   **February 2001 – September 2004**
Network Service Management Division, IP/MPLS Management   Ottawa, Ontario

- Accountable as team lead to design, implement IP/MPLS based features for the Network Management (NM) 5620 product.
- Study technology and processes related to improving and leveraging internal software components.
- Allocate time during design process to ensure quality of the existing system is not compromised.
- Develop network management models which reuse emerging infrastructure as much as possible.
- Coordinate team members and appropriate technology experts in design and implementation.
- Liaise with product line management to drive depth and derive value-add functionality definition.
- Provide regular reports management level on progress and raise awareness when risks, conflicts, issues or potential improvements arise.
- Responsible to plan, budget project schedules and resources and accountable to meet deadlines.
- Ensure meeting minutes, code inspections and test reports are complete, accurate, delivered in timely manner.

Nortel   **June 2000 – January 2001**
eXtremeVoice Internet Telephony Applications Group   Ottawa, Ontario

- Employed as a senior software engineer in a development team of five designers.
- Held position to design, develop, test and integrate prototyped Internet-based services targeted for the general Internet user (e.g. VoIP, Wireless Instant Messaging, Web Application).
- Enhanced UI of web-based client for showcasing services with HTML, Javascript, VBScript and ASP.
- Enhanced the functionality of existing services with proprietary scripting language that overlays a Visual C++ component base.
- Developed Perl applications to analyze product usage statistics from server logs
- Assigned prime position to maintain and apply software load build for test and production environments via InstallShield Professional 6.0.
- Responsible for application server administration via MS IIS tools.
- Received a Silver PRIDE award as recognition for automating the install of the CallMe product for the target user.
- With other designated primes, designed and implemented the lead wireless application Wireless Instant Messaging, which enabled an Instant Messaging user to send and receive messages from their mobile phone and PDA. Received a spot award as recognition for delivering prototype with set deadline.

London Life Insurance Company   **May 1999 – June 2000**
Information Services   **London, Ontario**

- Employed as a software engineer as a student in the IS department of the company.
- Part of team to launch, integrate and support a Virtual Private Network (VPN) solution
- With another developer, designed and implemented a flex benefits application for company-wide employee base. Program interface and functionality developed with Visual Basic and data storage with MS Access and Sybase databases.
- Designed and implemented a policy form generating application used by field reps serving the Group Retirement customer base. The program interface and functionality was developed with Visual Basic.

Department of Computer Science   **September 1998 – May 1999**
Western University   **London, Ontario**

- Employed in the Computer Science Operations department as a technical operator.

- Position required giving students structured training on the use of resources and program principles.

EDUCATION

University of Ottawa, Ottawa, Ontario   **August 2001 – December 2003**
Masters Business Administration (MBA) - High Technology Specialization

Western University, London, Ontario   **September 1997 – April 2000**
Degree in Bachelor of Science (BSc) - Computer Science

University of Windsor, Windsor, Ontario   **September 1993 - April 1997**
Degree in Bachelor of Business Commerce, (Hons BA), Operations Management

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PROVEN BUSINESS PLANNING SKILLS

Planning
- Proficient in developing business feasibility studies, product plans and marketing plans. Paramount to this is applying standard business analysis models (e.g. Cost/Benefit, SWOT, Porters, Competitive and Gap Analysis) in an often iterative manner during a product's lifecycle.
- Extensive background in case study, technology assessment, competitive analysis, win/loss analysis, use-case development and leading customer engagement sessions like focus groups
- Pragmatic Marketing® certified in *Practical Product Management* and *Requirements That Work*

Execution
- Excel at leading people and overall effort as a means to meet a business goal. This as shown by developing and working with teams to execute on product plans. Consistently successful in bringing products to market without having formal authority to exert influence on outcomes.
- Effectively work with leads from cross-functional teams (eg. engineering, legal, business development, marcomm) and engage with them at appropriate stages of product lifecycle.
- Apply attributes of thoroughness, action-orientation to tactically execute meeting business objectives. This as shown by being accountable and delivering bottom line profitability in bringing product solutions to market.
- Orientated by SMART goals - smart, measurable, achievable, realistic and time-bound
- Provide leadership to internal and external influencers while planning strategic business development opportunities representing a specific product or business overall.
- Capacity to apply productivity tools to effectively manage projects (e.g. Doors® Requirements Planner, Microsoft® Project, SharePoint, Excel) with focus on implementation planning, progress monitoring and control.

Commercialization
- Articulation experience with key messaging for value, benefits and features of marketed products
- Effectively communicate product positioning relative to competitive offerings or substitutes in market
- Comfortable presenting often technical, product-level concepts and solutions to varying audiences where core message and content is adapted accordingly.

REFERENCES

Available Upon Request