# Dimitrios Vlahogiannis

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# Introduction

I am fluently bilingual, seasoned Digital Product & Experience Manager with well over 15 years of experience spearheading and leading high visibility, big budget digital projects for a major Loyalty company. My product vision contributions and digital thought leadership throughout my career have helped Aeroplan secure worldwide notoriety as global leaders and innovators within the global loyalty travel community. I am a solid communicator, mentor and skilled problem solver. I have a great passion for creating and delivering new, innovative and seamless digital experiences to clients.

# Professional Characteristics

* Courageous, outgoing, analytical, strategic, disciplined, agile, team-oriented
* Results and solution-driven with ability to think creatively
* Proactively cooperate with other departments to create holistic loyalty products that align with internal processes and key business needs.
* Ability to effectively present to higher levels of organizations, both internally and externally/
* Adaptability and a knack for picking things up and owning them fast.
* Digital Experience innovation, strategy and loyalty management.

# Job Experience

## **Senior Manager, Digital Experience and Product Owner**

May 2011 – August 2017

Aimia Canada, Digital Center of Excellence

* Head of the end to end user experience and creative strategy for the (Travel Portfolio) for all digital channels.
* Product Owner, Web Delivery and Development agile team. (Aeroplan.com)
* Lead & manage the Aimia Canada User Testing & Research Lab.
* Drive product definition and business requirements workshops.
* Run medium- to large-sized projects as the Business Owner and Digital Lead.
* Review and sign off on all epics and user stories related to all new Digital Travel related functionality for all channels.
* Lead the recruitment, hiring and resource planning related to all digital projects.
* Drive the constant improvement of the Digital team’s design and development process.
* Routinely work with Project Management Office to define project scope and establish project milestones.
* Train, mentor and develop digital team resources.
* Manage large 3rd party offshore development teams for both project and baseline digital deliverables.
* Monitor channel performance analytics to analyze the health of all Travel related products and assess growth opportunities.
* Lead the recruiting, interviewing and selecting of 3rd party Digital vendors for outsourced digital projects.
* Act as a product evangelist and subject matter expert within the company

## **Key Accomplishments**

* Created, inaugurated and ran the Aimia Canada, Calibrate User Testing and Research Lab (2014).
* Drove all internal travel product strategy, requirements and scope definition business workshops, (2011 – 2017).
* Principle lead of the experience strategy behind the first ever Aeroplan Mobile Travel app (2013).
* Played a lead role in the recruiting, interviewing and selection process of 2 key outsource Digital agencies that helped Aimia develop and launch Aeroplan’s Travel app (2013) and the Aeroplan.com travel transformation project (2017).
* Principle lead behind the online experience that produced a top in class industry booking conversion rate of 9%.
* Played a major role for increasing unique monthly visits from 350K to 650K between (2013 – 2017).
* As Product Owner, managed a development team that delivered several online self-service product enhancements on multiple channels that reduced yearly operating costs by 1.5 million dollars since (2016).

## **User Experience Lead & Digital Project Manager**

January 2007 – April 2011

Aeroplan. Marketing and Communications

* Plan, prioritize, coordinate, and conduct user requirements analysis, task analysis, interaction design, and usability testing.
* Lead all client product design workshops: whiteboarding, brainstorming, client and stakeholder focus groups and interviews.
* Maintain a day to day relationship with PMs and other key stakeholders
* Report status, risks and issues to the Product Manager
* Drive projects as fast as possible to product release and reduce scope risks.
* Deliver best practice and competitive analysis to assist requirements gathering during ideation phases of projects.
* Anticipate product and business needs
* Lead, review and sign-off on all UX requirements definition activities.
* Facilitate the process of gathering, prioritizing, documenting, and garnering stakeholder buy-in for UX deliverables
* Develop content and workflow maps indicating process and systems implications, navigation and content relationships
* Review and sign-off on all detailed wireframes and annotations for delivery into implementation within project environment
* Work closely with development teams to ensure that design specifications are adhered to and implemented effectively.
* Managed the prioritization of bug defects for our Web and Contact Center Channels.
* Train, mentor and develop user experience and web call support team resources.

## **Key Accomplishments**

* Principle creative architect behind the Aeroplan Agent Dashboard tool that was directly related to a decrease in 75 seconds of average talk time and saved Aeroplan approx. 4 million in yearly operational expenses.
* Recruited, trained and mentored a team of up to 30 resources simultaneously on multiple large project initiatives.
* Created an internal governance and delivery process that helped clarify roles and responsibilities within large scale projects. This process continues to positively impact over 200 employees in 3 large departments (IT, Product Management & Marketing).
* 5-time Aeroplan I-echo Award winner (2 x 2005), 2007, 2009, 2011.

**Quality Assurance Test Manager**

November 2001 – December 2007

Aeroplan IT

* Manage day-to-day Quality Assurance project teams on multiple simultaneous initiatives.
* Drive daily scrum meetings and business status reports.
* Responsible for the creation of Testing Plans and Reports, and identify and anticipate critical project roadblocks.
* Lead the recruiting, interviewing and hiring of QA staff for all medium to large scale projects.
* Review and sign-off on all test cases, scenarios for both manual and automated script creation.
* Closely monitor bug tracking tool, prioritize testing efforts and analyze progress.

**Customer Sales and Service Agent**

September 2000 – November 2001

Air Canada

Key Functions

* Handled inbound calls while offering the highest level of customer service.
* Provided information regarding flights, fares, destinations, special offers and other travel products.
* Mastered Air Canada’s in-house reservation system to make new flight reservations or modify existing bookings.
* Provided timely resolution to customer inquiries, including concerns and/or issues to ensure customer satisfaction.
* Routinely called upon to find creative solutions to very pressing and complex customer travel situations.

**Customer Sales and Service Agent**

September 1998 – July 2000

Toronto Dominion Bank

Key Functions

* Provided timely and accurate guidance and service to cardholders for all Visa product lines, plans and programs.
* Recognized and successfully leveraged opportunities to cross-sell TD products and services to clients.

**Croupier**

February 1994 – August 1998

Casino de Montreal

Key Functions

* Greeted and welcomed new players to the gaming tables.
* Ensure that the players comply with the rules given
* Collect the chips from losing bets and maintain control of the integrity of the game and mood of the table.
* Rapidly calculating payouts to winners (without fault) and using no calculator.

**Personal Background and Interests**

**Volunteer Coach**

Youth Soccer (2012 – Present)

Youth Hockey (2015 – Present)

**Languages**

**English** (Fluent)

**French** (Fluent)

**Greek** (Fluent)

**Education**

**DEC** 1990, Vanier, Montreal, QC.

**DES**, 1988, Rosemount High School, Montreal, QC.

**Certified Personal Trainer**

**References can be made available on demand.**