

# RICHARD STRAUSS

Senior Product Leader | AI & Digital Innovation | SaaS & B2C Expert  
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A results-driven product leader with 9+ years of experience launching successful SaaS and consumer products in B2C and B2B2C environments. Passionate about leveraging generative AI to craft innovative user experiences and drive measurable impact.

## WORK EXPERIENCE

**Senior Product Manager, AIR MILES** ([www.airmiles.ca](http://www.airmiles.ca)) 2024 – Present

The second largest Canadian coalition loyalty program with partnerships with leading global brands.

- Partner with lead architect to implement LLM-assisted matching algorithm improving match rates by 20%.
- Work with dev lead on a rewrite of the mobile app from native code to Flutter improving development efficiency.
- Collaborate with the data science team to implement a personalization system for reward recommendations.
- Led a rebrand and UX redesign with design teams to deliver an engaging, on-brand collector experience.

**Group Product Manager, PAR Ordering** ([menu.app](http://menu.app)) 2021 – 2024

A US-based enterprise eCommerce platform for large scale restaurant brands.

- Report to CPO managing a team of 4 PMs across ordering, menu management, customization, and loyalty domains.
- Launched reordering that increased conversion by 5%, menu gradual loading that reduced drop-offs by 10%, and zero-to-one ordering APIs and a loyalty platform to unlock new revenue streams globally.
- Set the product team's vision, goals, and roadmap with business and technology leadership.

**Founder, como** ([instagram.com/comoapp](https://instagram.com/comoapp)) 2020 – 2022

A mobile restaurant discovery and sharing platform based on friend-to-friend recommendations.

- Successfully launched iOS and Android apps within 6 months on the MERN stack.

**Senior Product Manager, Loblaw Digital** ([loblawdigital.co](http://loblawdigital.co)) 2015 – 2019

Loblaw is the largest Canadian retailer with eCommerce and digital properties in grocery, apparel, loyalty, and more.

- Led an internal consultancy team of 7 for experiment-led product development.
- Owned the eCommerce product roadmap for joefresh.com, the largest apparel business in Canada.
- Led team of developers, designers, and business users through a site refresh from design to release.

**Management Consultant, Accenture Canada** ([accenture.com](http://accenture.com)) 2013 – 2014

A professional services firm focused on management and technology consulting for large-cap companies.

- Redesigned customer journeys for high net worth clients at a large Canadian bank.

## EDUCATION

**Gen AI & LLM Self-Study, Medium** ([medium.com/@richardstrauss](https://medium.com/@richardstrauss)) 2024 – Present

Learning and developing prototypes of innovative user experiences using generative AI and LLMs.

- Built prototypes of a PDF document searcher, meal planner, and meeting notes summarizer using LLMs.

**Full-Stack Web Development, Graduate** 2017

Bitmaker, Toronto, Canada

- Completed a 9-week immersive (400 hours) web development course.

**Bachelor of Commerce, High Distinction** 2009 - 2013

Rotman Commerce, University of Toronto St. George Campus

- Specialist in Finance and Economics, CGPA 3.9/4.0

## PROFESSIONAL SKILLS

- **Languages & Frameworks:** Python, JavaScript, React, React Native, Node, Express, Mongoose
- **AI & GenAI Tools:** OpenAI API, LangChain, Langfuse, Cursor
- **Product Tools:** GA, Adobe Analytics, Aha, JIRA, UserTesting, Confluence