

Benjamin Parry

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I'm an operator with a love of the craft of writing. I've led projects, created products, and ran teams to create new business lines and capabilities. This includes developing the loyalty program, data science team, and financial services business at **Tim Hortons**. More than anything I'm interested in questions about skill and how our world can become more **competent**. To explore this I started ***the Toronto Society for the Diffusion of Useful Knowledge*** to help transform the skills and standards for the city of Toronto and I co-founded **Build Canada** where I lead policy work to help Canada become the most prosperous country in the world.

Professional Experience

Build Canada

Co-Founder Head of Policy and Operations

Toronto, ON | January 2025 – Present

- Developed internal processes for community management, events and social media content creation
- Created and run an LLM driven process with meaningful human input to help turn entrepreneur ideas into detailed, actionable [policy memos](#)

The Toronto Society for the Diffusion of Useful Knowledge

Founder and Principal

Toronto, ON | March 2024 - Present

- Brought together almost 2000 people for 10 lectures with The Viaduct on topics from economics and history to psychology and philosophy
- Ran reading groups, roundtables, debates and more to create a space described as “the best intellectual community in Toronto”

Restaurant Brands International (Tim Hortons)

Director Strategy and Operations

Toronto, ON | June 2018 – March 2024

- Developed the strategy for [Tims Financial](#), ran negotiations with all of Canada's top banks and developed the initial product and team
- Created the company's data science team to run personalization, forecasting, supply chain optimization and drive decision making on \$20m+ of sales
- Developed Tim Hortons first loyalty program and grew it to 10 million weekly active users leading a cross-functional team across the company

Ritual

Analyst

Toronto, ON |

- Designed and ran processes to onboard restaurants as new merchants on the Ritual platform
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Education

University of Pennsylvania

Bachelor of Arts and Sciences: East Asian Languages and Civilization Honours Student

Philadelphia, PA | Graduated: May 2016

In my final year I was a Dean's scholar with a 4.0 GPA. My honour's thesis for my major looked at why Buddhism became vegetarian as it migrated from India to China. Since university I have continued self-directed learning. I have focussed my time on economics, complexity science, statistics, philosophy, and religious studies.

Skills and Interests

- **Technical:** Python, SQL, Web Development (HMTL, CSS, JS)
- **Other:** Passible Mandarin 🇨🇳
- I run an intermittent research project called [Skillful Notes](#) looking at how people, organizations, and societies become competent