

**BENJAMIN PARRY**  
55 Scollard Street Apartment 2002 | Toronto, Ontario M5R 0A1 | 647-915-3435 | ben.parry@hey.com | benparry.ca

## ABOUT

Hi 🙋 I'm Ben, I'm British-Canadian, growing up in London 🇬🇧, and now based in Toronto 🇨🇦. My career has been focused at the intersection of food and technology mostly working on digital interfaces for restaurants. I've helped create online ordering platforms, a loyalty program, and personalized offer capabilities. I currently work at Tim Hortons trying to give Canadians the best possible experience buying coffee. I send out a [newsletter](#) every Saturday morning with an essay on a new concept and a book review of something worth reading.

## EDUCATION

**University of Pennsylvania - School of Arts and Sciences**  
**BA Honors East Asian Languages and Civilizations, conc. Chinese**  
Dean's List 2016-2017 (4.0)  
Honour Thesis: *The Origin of Vegetarianism in Chinese Buddhism*

**Philadelphia, USA**  
**2011 – 2017**

## WORK EXPERIENCE

**Restaurant Brands International (Tim Hortons)**  
**Sr. Manager Personalisation & Offers**

**Toronto, Canada**  
**Sep 2018 - Present**

- Product manager for the Tim Hortons advanced analytics team creating recommendations services, supporting the business through big data solutions, and working with channel owners to create compelling customer experiences
- Determine a comprehensive roadmap of front-end, back-end and data science developments to hit group targets then manage daily, weekly and monthly rituals and communication to ensure successful delivery against targets
- Coordinate a loyalty cross-functional team incl. operation, supply-chain, marketing, guest-services, and legal
- Led the launch of the Tims Rewards loyalty program in March 2019, growing the program to >2m weekly users
- Developed a targeted digital offers product launched in April 2020 with >600k weekly users
- Worked with agency & contractor resources to create and execute CRM (web, email, push, in-app) materials
- Drove efforts to hire and train internal tech development, data science, and QA resources

**Ritual**  
**Merchant Launch Specialist**

**Toronto, Canada**  
**Apr 2018 - Sep 2018**

- Developed training materials for new hires and external contractors
- Iterated on operations processes related to merchant order flow and menu organization
- Built reporting tools for various operations departments including partner and customer support

**Dig Inn**  
**Analyst Intern, Offsite Team**

**New York, US**  
**Jul 2017 - Feb 2018**

- Managed the presentation of Dig Inn's menu across multiple delivery partner sites
- Mapped delivery and catering sales data to understand customer geographic distribution and improve orders
- Researched supply chain and labor models to motivate purchasing and hiring decisions

**Ox Verte**  
**Business Development Intern**

**New York, US**  
**Summer 2016**

- Ox Verte is a profitable, rapidly growing, office catering company focused on local and sustainably sourced food
- Carried out analysis of company's input costs (labour, ingredients, packaging) to drive cost-cutting initiatives
- Built models to determine company profit margins, find areas for improvement and understand current strengths

## ADDITIONAL INFORMATION

- **Tools:** Familiar with data manipulation in Python & SQL, visualization with tools like Tableau and web development (HTML, CSS, Javascript)
- **Certifications:** Hanyu Shuiping Kaoshi Level 4 (HSK4), Teach English as a Foreign Language (TEFL)
- **Interests:** Antifragility as applied to business, economics and personal growth; East Asian philosophy
- **Citizenship:** Dual UK and Canadian Citizen

