

Nicholas Richard Wolfe

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WORK EXPERIENCE

Bell Canada Enterprises, Toronto, Ontario

Sep 2019 – Present

Product Manager – Mobile

- Led the development and launch of three mobile apps. Grew active app base from 50K to 200K users and increased engagement by 160% over nine months by customizing app to provincial user bases and designing a new QA process.
- Increased new monthly app installs by 22% by introducing multiple deeplinks to other apps in Bell's mobile ecosystem.
- Built app reporting based off SQL and Kibana data pulls. Reporting is presented monthly to leadership team.
- Led a team of four engineers to test, design and implement a data migration of 300K Bell email users to a new user interface and back-end. Minimized support calls during migration by gathering UX feedback from users, A/B testing features and proactively communicating with users through online support content.
- Implemented Jira into Bell product team. Adoption led to a 20% decrease in cycle time when resolving app bugs.
- Led an investigation into Bells online support. Performed a competitive analysis and compared support call volumes to associated article traffic to determine support gaps. Presented findings to senior leadership, leading to video support funding.
- Managed one direct report. Mentored and guided employee in implementing monthly user interview program.
- Designed a Bell product hackathon event and managed \$10K in corporate funding.

Bell Canada Enterprises Graduate Leadership Program, Toronto, Ontario

May 2016 – Jul 2019

3rd Rotation: Field Operations Manager

- Planned and directed field operations for a team of 25 unionized technicians. Built custom analytic and automated email reports to coach technicians. Resulted in a 4.5% improvement in volume work completed and a 1.3% decrease in rework.
- Led investigation that identified \$0.8M in annual parking tickets. Designed and secured a three month pilot where technicians would use mobile parking applications to reduce parking tickets & drive time. Pilot resulted in a 75% decrease in cost.

2nd Rotation: Program Manager

- Drove 16 separate IT and process based solutions to Bells end to end ordering system. Saving \$0.9M yearly.
- Identified a delay in Bells ordering system via user research where customer cancellations would not appear in Bell system prior to technician visit. Presented workaround solution to leadership – securing \$375K in funding. Saving \$450K annually.

1st Rotation: Product Manager – Internal Tools

- Delivered a reporting tool (Desktop & Mobile) to over 6K technicians that replaced manual excel reporting. Coordinated with three developers and relevant stakeholders to guide tool launch. The tool has led to a 80% reduction in cycle time for hazards.
- Automated the lone worker safety check in program with a 3rd party notification app. App adoption led to \$0.35M annual savings in technician and manager time. As well as a 70% reduction in lone worker safety violations.

Escape Newmarket, Newmarket, Ontario

Jun – Sep 2015

Co-Owner and Founder

- Launched an escape room business, achieving \$25K in billings over three months of operations. Secured a difficult 4-month lease under favorable terms by negotiating with a local land developer on a condemned unit.

EDUCATION

Ivey Business School, Western University, London, Ontario

Bachelor of Arts, Honours Business Administration (HBA)

2013 - 2017

- Exchange for spring semester 2017 at Thammasat University, Bangkok, Thailand

ADDITIONAL EXPERIENCE

D20 Toronto Founder, Toronto, Ontario

Mar 2019 – Present

- Own and operate a Dungeons and Dragons company in Toronto that provides teambuilding exercises to local businesses.
- Achieved over \$4000 in revenue over a 6-month period. Operations are paused during COVID-19.

Bell Intramurals Founder, Toronto, Ontario

2018 - Present

- Established and secured \$50K for a Bell wide sport intramural program which has over 500 members. Led the volunteer program of five people in organizing over 40 sport teams and negotiating discounts with local intramural organizations.

Technical Skills: SQL, Scrum Master, Agile, HTML, CSS, Tableau, Kibana, Mixpanel, Adobe Photoshop, Illustrator, After Effects

Interests: Dungeons and dragons, Esports, scuba diving, dragon boating, Mongolian history YouTube channel owner