

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 220K users and increased engagement by 160% over nine months by implementing new features 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. KPI reporting presented monthly to executive team.
- 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 direct report in implementing user interview program.
- Designed a Bell product hackathon event and managed \$10K in corporate funding. Event pending post COVID-19.

Product Manager – Bell Email

- Led a cross-functional team of seven engineers, data scientists and designers to implement a migration of 300K Bell email users to a new user interface and back-end. Minimized support calls during migration by gathering prototype UX feedback from users and A/B testing features. Call rate post migration was 50% lower than forecasted.
- Designed and led beta testing with 500+ users to refine the scope and product focus. Achieved 80% user engagement.
- Led team scrum rituals (planning, retros', demos'), wrote user stories, prioritized backlog and managed product roadmap.
- Implemented Jira and Agile methodologies. Adoption led to a 20% decrease in cycle time when resolving app bugs.

Bell Canada Enterprises Graduate Leadership Program, Toronto, Ontario

May 2016 – Aug 2019

3rd Rotation: Field Operations Manager

- Built automated analytic reporting for team of 25 technicians. Resulted in a 4.5% improvement in volume work completed.
- Led investigation that identified \$0.8M in annual parking tickets. Designed and secured a three-month pilot where technicians would use mobile parking apps' 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. Saved \$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 engineers 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.

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 \$5000 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 4000 members. Led the volunteer program of five people in organizing over 40 sport teams and negotiating discounts with local intramural organizations.

Founder & Co-Owner, Newmarket, Ontario

Jun – Sep 2015

- Launched an escape room business, achieving \$25K in billings over four months of operations. Exited business for \$40K.

Technical Skills: SQL, Scrum Master, Agile, HTML, CSS, Tableau, Kibana, Mixpanel, Asana, Jira, Adobe Creative Suite

Interests: Dungeons and dragons, Esports, Scuba diving, Dragon boating, Mongolian history YouTube channel owner