

# Nicholas Richard Wolfe

Email: [wolfe\\_nick@hotmail.com](mailto:wolfe_nick@hotmail.com) | Phone: (416) 460-2659 | Toronto, Ontario | Website: <https://nickwolfeproduct.com/>

## 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**

Sep 2017 – Aug 2019

*3<sup>rd</sup> 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.

*2<sup>nd</sup> 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.

*1<sup>st</sup> 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 3<sup>rd</sup> 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.
- Owned product strategy and managed agile backlog, sprints, documentation and testing.

## EDUCATION

---

**Ivey Business School, Western University, London, Ontario**

*Bachelor of Arts, Honours Business Administration (HBA)*

2013 - 2017

## 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, Figma, Adobe CC, Invision

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