

## PROFILE SUMMARY

- Versatile agile product leader with 8 years in B2C product management (Onboarding, Support, GTM, Acquisition, Self-Service Account Management), 5 years in marketing, and 5 years in operations
- Champion of customer experience solving for differentiated needs
- Proven track record in end-to-end product and software development life cycle
- Strong technical aptitude demonstrated through work in software development and technician training

## CORE COMPETENCIES

- |                     |                            |                                     |
|---------------------|----------------------------|-------------------------------------|
| • Leadership        | • Product Roadmap and KPIs | • Agile and waterfall methodologies |
| • Collaboration     | • Service Design           | • A/B testing                       |
| • Change management | • Voice of the customer    | • UX / UI design                    |
| • Onboarding        |                            | • Stakeholder management            |

## EXPERIENCE

### **Manager, TELUS Digital, Vancouver BC**

May 2021 - Jul. 2023

- Provided strategic direction and guidance to a diverse cross-functional team, ensuring coherent product roadmaps for a comprehensive range of Home Solutions B2C products, encompassing TV, Internet, Home Phone, and Security services
- Directly managed 4 globally distributed software development teams totaling over 40 team members (15 full time + contractors + vendors) in various disciplines (including POs, Scrum Masters, Designers, Developers, QAs, BAs)
- Responsible for a \$3.2M+ budget and portfolio for authenticated consumer account experiences
- Scaled the team to meet business, customer, and team needs—hiring and onboarding 12 team members within a year
- Achieved a 8.1/10 overall engagement score via OfficeVibe Pulse Survey report with 9.0/10 score for relationship with manager

### **Senior Product Manager, TELUS Digital, Vancouver BC**

Oct. 2019 - May 2021

- Developed and iterated a 0 to 1 authenticated acquisition experience through cross-functional collaboration across 9+ teams that achieved a 16% conversion rate encompassing 50% of all digital orders for the product
- Oversaw and managed the rebuild and migration of an authenticated self serve application to React that resulted in a 10% increase in conversions post-launch
- Spearheaded change management across two squads to address immediate resource gap and to simultaneously execute on two product roadmaps
- Conducted quarterly and annual resource planning—including leveraging an additional \$400K from Q2 tranche to draft SOW and submit RFP for added headcount

### **Product Manager, TELUS Digital, Vancouver BC**

Jan. 2018 - Oct. 2019

- Established BAU request intake process leveraging Zapier and Jira to manage 50+ stakeholders
- Facilitated and documented the creation of team processes to streamline collaboration between developers, designers, QA and across squads
- Leveraged 10 team member scrum team to deliver 80+ Go To Market sales campaigns from Jan. to Sep. 2018 which enabled department to meet and exceed web share Revenue Generating Unit targets in H1 with an average 39% increase YOY from Q1 to Q3
- Migrated 10 stacks to React to reduce tech debt. Improved Lighthouse scores within 5 months:
  - Overall performance increased 58%; Overall page speed increased 80%

**Product Manager, TELUS, Vancouver, BC**

May 2015 - Dec. 2017

- Program Manager for Customer Education leading the following initiatives:
  - Onboarding Product to improve Customer Retention and Product Reliability: Welcome Kit
    - Took new product concept from ideation to implementation within 3 months of securing approval and delivered 2 weeks ahead of schedule.
    - Managed vendor relationship and \$500K OPEX budget
    - Utilized service design research and usability findings to ensure content meets customer needs.
    - KPIs (Dec 2017):
      - Operations: 17% reduction in calls, 11% reduction in truck rolls
      - Adoption: 76% consumption at installs
      - Customer Feedback: 91% helpfulness rating
  - Support Product to improve Customer Retention and Product Reliability: TELUS.com/Support
    - Established agile BAU end to end process enabling product managers to create and update their online support content
    - Collaborated with product managers to train and integrate Ada chatbot to improve customer support experience
    - KPIs (Dec 2017):
      - Over 170 articles published across TV, HSIA, Home Phone, and Mobility
      - Traffic: 80% increase in visits YOY
      - Contacts to TELUS: 11% decrease YOY
  - Technician pilot program to improve Product Reliability
    - Planned and managed schedule of frontline technician teams for Lean and Agile testing of new and/or innovative products and processes
    - Facilitated over 25 pilots and presentations to a group of over 50 technicians

**Business Analyst II, TELUS, Burnaby, BC**

Aug. 2012 – May 2015

- Won Silver for Blended Learning from Canadian Society for Training and Development and Gold from Brandon Hall for Best Learning Team through the following personal contributions:
  - Managed the delivery of the New Hire program for over 400 new hires
  - Established process improvements as Standards Framework prime
  - Project managed, designed, and developed Instructor Led Training (ILT) and Virtual Instructor Led Training (VILT) courses for technicians

**SKILLS & PROFICIENCIES**

- |   |         |           |
|---|---------|-----------|
| • Google Workspace                                  | • Slack | • Podio   |
| • Microsoft Office including Project and SharePoint | • Jira  | • Miro    |
| • Confluence  | • Domo  | • Zapier  |
|   | • Figma | • Decibel |

**EDUCATION & CERTIFICATIONS**

- Certified Scrum Master, 2017
- Certified Product Owner, 2017
- Certified in Human Resources Management, Simon Fraser University, 2012
- Bachelor of Education, University of British Columbia, 2008
- Bachelor of Arts in Psychology, minor History, University of British Columbia, 2007