

# Art Kreimer *Product Lead*

✉ artiom.kreimer@gmail.com

☎ +1 416-880-7527

🔗 kredar

🌐 artkreimer

🔗 www.artkreimer.com

📍 Toronto, Canada

## Profile

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Seasoned product leader with over a decade of experience in leading cross-functional teams and launching successful digital products. I am deeply passionate about leveraging data analytics, machine learning, and AI to address customer challenges and propel innovation forward. I have a proven track record of significantly improving user experiences and crafting impactful solutions. As an entrepreneurial and strategic thinker, I am dedicated to developing innovative products that meet evolving market needs.

## Professional Experience

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2021/11 – present  
Toronto

### Scotiabank

*Product Lead*

Lead **AI Innovation Squad**, focusing on developing AI-powered features (personalization, search/retrieval, recommendations) for Scotiabank digital products.

- **Developed LLM-based Support Chatbot Prototype:** Demonstrated generative AI capabilities, showcasing potential reductions in contact center interactions.
- **Enhanced Android App:** Directed the analysis and enhancement plan, elevating the app's rating from 2.0 to 4.7 stars, the highest among the Big 5 Canadian banks.
- **Spearheaded Early Adopters Product:** Led the discovery, market analysis, and solution definition for an Early Adopters feature, streamlining beta program user enrolment and significantly reducing manual processes associated with the current beta process.
- **Led Decommission of LiveChat Web Application:** Managed the decommissioning process, allowing for the sunset of outdated systems and achieving millions in operational savings.
- **Chatbot Optimization:** Collaborated with the Data Science team on chatbot success metrics and optimization strategies, contributing to Scotiabot receiving the prestigious 2023 Digital Transformation Award.

2017/10 – 2021/11  
Richmond Hill

### Wysdom.AI

*VP, Product and Analytics*

At Wysdom.AI, a provider of fully managed Conversational AI solutions for enterprise customers, I played a pivotal role as an early employee, contributing to the company's growth from a fledgling startup to a robust team of over 70 professionals. Initially hired as the Director of Solutions Engineering, my journey included roles in technical pre-sales, solutions engineering, project management, and eventually leadership in product management and analytics.

- **UI Enhancements:** Led cross-functional teams in the design and development of a chatbot flow management UI, reducing chatbot creation time by 80% and enabling the delivery of 10+ production chatbots and numerous proofs of concept (POCs).
- **Chatbot Analytics:** Initiated and led the development of a chatbot performance analytics tool, which streamlined chatbot training and boosted bot performance metrics by up to 90%, setting new standards in operational efficiency.
- **Strategic Leadership:** Crafted and executed a strategic vision for Wysdom.AI's product line, which includes virtual assistants, cognitive search, and natural language analytics. My strategic direction was instrumental in aligning product development with emerging market needs and technological advancements.

2013/10 – 2017/10  
Richmond Hill

### **Wysdom.AI**

*Director, Solutions Engineering*

- **Team Leadership:** Built and led a cross-functional team of 12, providing support to seven enterprise clients.
- **Revenue Impact:** Spearheaded pre-sales engineering, solution design, project delivery, and customer success initiatives for six enterprise clients, generating over \$4M in (ARR).
- **Innovation in Automation:** Led the development of the first Canadian Telecom Facebook chatbot, which automated 15% of customer inquiries and significantly boosted operational efficiency.
- **Proof of Concept (POC) Development:** Developed and delivered diverse POCs and technical product demonstrations to various enterprise clients and prospects.
- **Pre-sales Efficiency:** Created reusable templates for chatbot POCs, significantly enhancing the efficiency of the pre-sales team.
- **Performance Monitoring:** Defined platform KPIs and developed the first Wysdom KPIs dashboard, enabling real-time performance monitoring for our professional services team.

2009/08 – 2013/10  
Richmond Hill

### **Clickfree**

*Software QA team lead*

2009/01 – 2009/08  
Toronto

### **TELUS**

*System QA Analyst*









2006/08 – 2008/06  
Israel

### **Freescale Semiconductors**

*ASIC Design Verification engineer*

## **Certificates**

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**Advanced Product Management** — Product Faculty, 2020 • **Professional Scrum Product Owner I**  — Scrum.org, 2022 • **Communicating for Impact**  — IDEOU, 2023 • **Mastering Agile Scrum Project Management**  — LearnSmart, 2017 • **Google Data Analytics Certificate**  — Google Cloud, 2022 • **Prompt Engineering for Developers** — Deeplearning.AI, 2023 • **Large Language Models**  — Databricks, 2023 • **Deep Learning**  — Deeplearning.ai, 2019 • **Contact Center AI - Dialogflow CX and ES**  — Google Cloud, 2021 • **Data Engineering, Big Data, and Machine Learning**  — Google Cloud, 2019 • **Web Development** — Udacity, 2013

## **Skills and Tools**

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**Product Vision** | **Leadership** | **Strategic Planning** | **Agile Software Development** | **Mentorship and Coaching** | **Design Thinking** | **User Research** | **Data Analytics** | **Quantitative and Qualitative Analysis** | **Machine Learning** | **Conversational AI** | **Project Management** | **Technical Skills and Tools** — *Confluence* • *Jira* • *Figma* • *Python* • *SQL* • *Pandas* • *Streamlit* • *RAG* • *NLP* • *API* • *Prompt Engineering* • *GenAI* • *HTML* • *Git* • *Conversational AI*

## **Education**

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2003 – 2007

### **BSc Communication Systems Engineering**

*Ben-Gurion University*

Graduated Magna Cum Laude