Micol Altomare

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Experience

Intuit (TurboTax Canada) | *Product Manager Intern* — **May 2024 - August 2025**
- Drove, prioritized and executed the **agile**-driven product roadmap for TurboTax Assist & Review (A&R; 1M+ users) ↗, reporting directly to the VP; **increased ARPU by 16%**, **increased revenue by 51%**, directly **responsible for 22% of TurboTax Canada's FY revenue growth**; led products and initiatives across the **full product lifecycle** while **strategically negotiating trade-offs** among customer value, technical feasibility, and revenue.
- Designed **TurboTax Canada's first generative-AI assistant**; leveraged AI tools for **rapid AI prototyping** through rigorous prompt-tuning and context engineering, and set the blueprint for the business' **agentic AI strategy**.
- **Led 0→1 development and created TurboTax Canada's first incorporated business tax-filing product** ↗ (1.3M TAM) from discovery to launch; **hit fiscal year unit forecast in just 18 days** with **188% ITF units** and **171% ITF revenue**.
- Conceived and shipped the Gen Z-focused **growth** promotion ↗, driving the entire product journey and delivering **+27% revenue growth in the Gen Z segment**; partnering end-to-end with engineering, design, analytics, marketing, legal and CX.
- Built and scaled the first **acquisition** offer ↗ for accountant switchers (18.5M TAM): optimized value proposition, offer logic, and onboarding; achieved **+81% unit growth** in A&R SKUs to grow the **business' most critical segment**.
- Launched **0→1** Audit Coach & Extended Expert Coverage product offerings ↗, **owning & executing the monetization strategy**; connected users to **500+ tax experts** and enabled **2K+ successful calls**, achieved **82 tNPS**.
- Analyzed YoY tax filing trends across millions of users and dozens of customer segments using **Tableau** and **Amplitude** for **data-driven decision-making**, uncovering insights that shaped success metrics and informed roadmap adjustments, including **diagnosing early-funnel friction** for Assist & Review, **driving A/B testing**, and **increasing conversion by 10%**.
- Conducted **50+ customer interviews** across priority & prospective segments including 25 SMBs; used card sort with Jobs-to-Be-Done & Kano frameworks to uncover unmet needs, **translated insights into strategy & novel market opportunities**, **secured leadership buy-in**, **spearheaded the XFN team** to develop a **market-ready solution** for Q1'26.
- Led and delivered **competitor analysis** of user experiences across market alternatives and **presented findings to senior leadership and cross-functional stakeholders** to shape product prioritization and differentiation.

Tunescape (Startup) | *Co-Founder* — **May 2022 - September 2023**
- Pioneered a feature-based music recommendation platform by designing and coding the first prototype, implementing **recommendation algorithms** with the Million Song Dataset & Spotify API, and running **alpha/beta testing** to validate UX.
- **Led market research strategy** by conducting interviews and designing a survey that collected **200+ responses across target segments**, translating insights into product requirements and UI/UX improvements.
- Pitched iteratively to business professionals, wrote business plans, and built cash flow forecasts–establishing a clear path to PMF.
- Conceived the idea and founded Tunescape, **scaling the team by recruiting 2 co-founders**, securing acceptance into the **UofT Hatchery incubator**, and ultimately ranking in the **top 9 out of 170 teams** at the final DEMO Day presentations.

Leadership & Community Impact

Cohere for AI | *AI Project Manager* — **June 2024 - November 2024**
- Led data collection of global exams in the C4AI community, yielding coverage of **44 low-, mid-, and high-resource languages** for a **new multilingual benchmark** and an **ICLR 2025 Spotlight paper** (**top 5%** of accepted papers).
- Conducted **weekly meetings** with the C4AI internal team and met with **external stakeholders** to define and iterate on project scope, **SQL**-backed dataset schema and exam coverage, and align on the project goals and timeline; set contribution guidelines.
- Built a data extraction pipeline in **Python**, managed Discord channels with **300 members** to ensure high-quality contributions.

UofT Blueprint | *VP Product* — **June 2024 - May 2025**
- Led a team of 7 product managers in iteratively creating software solutions for **4 non-profit organizations** in Toronto.
- Delivered **15 product workshops** on craft such as how to write PRDs, build XFN relationships, conduct lean experimentation.

UTRA Hacks - University of Toronto Robotics Association | *Hackathon Director* — **April 2023 - February 2024**
- Led and hired a 20-person organizing committee, managed 100 volunteers & mentors to execute **Canada's largest AI & robotics hackathon** for 500 high school & undergraduate participants, achieved a **300% increase in attendance** over the prior year.
- Pioneered strategic initiatives in consultation with subject matter experts to create a more inclusive and accessible hackathon.

F!rosh Week (UofT Engineering Orientation) | *Leadership Growth & Development (LGD) Co-Chair* — **Summer 2023**
- Designed training lessons, delivered in-person sessions and online asynchronous modules for **900 volunteer leaders** serving **1000+ incoming engineering students** in F!rosh Week, reaching **98% positive feedback ratings**.

Women in Science and Engineering (WISE) | *Outreach Marketing Director* — **September 2022 - April 2023**
- Strategized and organized campaigns that ensured WISE initiatives reached the community of high school and university students citywide and nationwide; promoted gender equality in STEM and volunteered at the WISE National Conference.
- Managed and taught 40 grade 6-9 students science concepts and led experiments in ONWiE's annual Go ENG Girl event.

Skills

Tools, Languages & Libraries: Lovable, Figma Make, Gemini, v0, Bolt, Cursor, Coda, Tableau, Jira, Python, SQL, PyTorch, JAX

Skills: generative AI, problem-solving in ambiguity, prioritization, user empathy, agile development, A/B testing, XFN leadership

Education

University of Toronto — **September 2021 - April 2026**
Bachelor of Applied Science in Engineering Science + PEY Co-op — *Toronto, Canada*
Major in Machine Intelligence (AI/ML), minors in Business and English

Relevant Coursework: Machine Learning, Neural Networks, Agentic AI, People Management & Organizational Behaviour, Markets & Competitive Strategy, Design Thinking (I, II, III), Computer Algorithms, Probability & Statistics, Systems Software

Awards: Dean's Merit Award (entrance scholarship), Schulich Leader Nominee (for STEM leadership and academic excellence)