Neelansh Visen

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PROFESSIONAL SUMMARY

Product manager with 4+ years building workflow automation and case management platforms for enterprise clients. Skilled in product management, software development, data analytics, agile development, cross-functional collaboration, and executive relationship management.

WORK EXPERIENCE

KPMG   **January 2022 - Present**
Product Manager - Enterprise Solutions Team   **Toronto, ON**
- Defined product strategy and technical architecture for a reusable workflow automation accelerator and CRM system, reducing future build efforts by 20% across 8+ client engagements and saving an estimated $100k in development costs annually
- Created product roadmap and deployed KPMG's regulatory case management platform to 3 government agencies, translating stakeholder requirements into technical specifications/user stories, and delivering core features with an agile team that reduced case processing time by 90% for 10k+ users
- Led end-to-end implementation of a contractor management platform featuring an internal operations portal serving 10k+ contractors and a public-facing locator tool processing 5,000+ searches monthly, improving service delivery for province-wide development programs
- Built Power BI dashboards and process visualization tools to support the launch of an e-justice web platform, enabling data-driven decisions that reduced in-person dispute cases by 70% and served 10k+ users annually

LOBLAW DIGITAL   **September 2021 - December 2021**
Product Data Analyst - Marketing Intelligence Team   **Toronto, ON**
- Increased ad spend efficiency by 15% by analyzing demand generation and retention metrics using Python (Jupyter Notebooks) and SQL (BigQuery), delivering actionable insights that saved $10k+ for PC Express
- Developed dynamic Looker dashboards to uncover links between online engagement and in-store purchase patterns for 250k+ customers across 1M+ transactions, guiding omnichannel marketing strategies for Loblaws
- Conducted decile analysis and A/B testing on 100k+ customers using BigQuery ML outputs, identifying high-propensity e-commerce segments to inform campaign planning for Joe Fresh

EDUCATION

UNIVERSITY OF TORONTO   **September 2017 - June 2021**
Honours Bachelor of Science - Economics   **Toronto, ON**
- Double Minor in Mathematics and Statistics
- Sports Analytics Club, Hart House Chess Club, Intramural Basketball, Soccer, and Flag-Football

SKILLS & INTERESTS

- **Programming Languages:** Python, SQL, JavaScript, R, HTML, CSS
- **Platforms and Technologies:** Excel, Power BI, Looker, Visio, GCP, BigQuery, dbt, Git, Azure DevOps
- **Interests:** Sports (Football, Basketball, Baseball, Hockey, Soccer), film, cooking, running, chess, Jeopardy!