SCOTT CORMIER

Product & Growth Leader

INFO

ADDRESS
Calgary, Canada

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LINKS

LinkedIn

Twitter

SKILLS

Product Strategy

Behavioural Analytics

UX & Product Design

Product Marketing

Experimentation

Goal Setting

PROFILE

I love problems. I love learning about them, thinking about them, generating hypotheses on how to solve them, and running experiments to test those hypotheses. I love learning how people interact with the solutions to these problems and seeing how they're helped by them.

I'm an outcome-driven product leader who helps early-stage startups get to product-market fit and grow their businesses through strong strategic thinking, design, and consumer science skills.

EMPLOYMENT HISTORY

Growth Lead, Brightside
Calgary

Apr 2019 — May 2020

Worked to understand how Brightside grows. Designed and developed a growth strategy to achieve business goals on a path toward product-market fit. Implemented the tools and practices that will enable Brightside to measure their progress towards p/m fit and to optimize the product when it's time to grow.

Sr. Product Manager, Brightside
Calgary

Feb 2018 — Apr 2019

Product design and management in the early, problem-solution fit stage of Brightside. Focus was prototype design and creation of early concepts generated from customer development interviews, as well as the design and product management of initial payments and card products.

Sr. Product Manager, Payments, ATB Financial
Calgary

Jun 2017 — Feb 2018

Product management of international payments products - wire transfers, ACH and correspondent banking.

Founder, Craves
Calgary

Apr 2014 — May 2017

Craves was an iOS app in the image recognition and fashion space created to help people find, and buy the clothes they love. Featured on the Apple App Store, TechCrunch, The Today Show, Snapchat App of the Day, and more.

Strategy, Product & Design, Marketing and Development.

Product Designer & Manager, Wave   Toronto

Jul 2012 — Oct 2013

Product Manager and Designer of mobile apps at Wave and Wave Receipts. Responsibilities include everything from requirements gathering and user research to wireframing, visual design, project management, UX, and product launches.

UI Designer & Front-End Developer, Wave   Toronto

Feb 2012 — Jul 2012

UI Designer / Developer for Wave Payroll and Wave Mobile at Wave Accounting.

EDUCATION

B.Sc., University of Waterloo   Waterloo

Sep 1998 — Dec 2002

Computer Programing, Seneca College   Toronto

Sep 2005 — Apr 2007

COURSES

Advanced Growth Strategy, Reforge

Sep 2019 — Dec 2019