

William Zhai

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EDUCATION

Ivey Business School at Western University

Bachelor of Arts, Honours Business Administration; GPA: 3.9/4.0 (86%)

London, ON

Graduating April 2026

- Dean's Honour List (2023, 2024, 2025), Scholarship of Excellence (\$8,000)

WORK EXPERIENCE

Microsoft

August 2025 – Present

Product Manager Intern, Internal Tooling

Toronto, ON

- Own roadmap and KPIs for a Win-Loss insights platform synthesizing Azure, Security, and Copilot sales data to drive Americas GTM strategy
- Increased adoption by 30% by launching a conversational bot as the default interface after identifying user need for quick answers over complex dashboards
- Reduced time-to-insight by 33% (1 week) by streamlining vendor handoffs and automating data ingestion
- Initiated global Win-Loss standardization by mapping fragmented processes across AMER, EMEA, and APAC; aligning regional leads and defining system requirements to unlock cross-regional insights
- Conducted ad-hoc Copilot deep-dives, surfacing shifting consumer expectations and competitor sales strategies

Will's Tutoring

September 2018 – December 2025

Founder

Toronto, ON

- Scaled a solo tutoring practice into a contractor network providing tutoring and admissions planning services for 100+ students, generating \$70K+ in annual revenue (600+ students & \$470K lifetime)
- Designed tutor hiring, matching, and pricing systems, scaling via word-of-mouth with zero paid advertising
- Built a full-stack EdTech operations platform from 0→1 (Next.js + Supabase) to automate scheduling, attendance, and payments tracking, reducing administrative workload by 95%

EY-Parthenon

May 2025 – August 2025

Summer Associate, Corporate & Growth Strategy

Toronto, ON

- Executed primary research for 3 M&A due diligences spanning edtech, automotive, and manufacturing, synthesizing expert interviews and market surveys to identify risks and growth opportunities
- Independently owned quantitative workstream for edtech acquisition; built models for customer segmentation, retention, and market sizing to validate valuation assumptions

Canadian Imperial Bank of Commerce (CIBC)

May 2024 – August 2024

Strategy Intern, Enterprise Digital & AI Enablement

Toronto, ON

- Built 5-year benefits models and process maps for a fraud optimization initiative, contributing to the business case that secured funding for 8 projects targeting \$100M+ in operating expense reduction
- Scoped GenAI use cases for capital markets; connected business with engineering to advance key initiatives
- Benchmarked AI capabilities across global banks, identifying 3 strategic gaps to inform F25 investment priorities

EXTRACURRICULARS

Ivey Business School – Research Assistant for Prof. Mengxia Zhang

September 2025 – Present

- Conducting primary research on student GenAI adoption; authored case on Pinterest's post-COVID direction

Western Management Consulting – President

November 2022 – Present

- Lead Western's largest pro-bono consulting club, managing 10 client engagements across 60 students

ADDITIONAL INFORMATION

Skills: SQL, Python, Excel, PowerPoint, Figma, Jira, Next.js, TypeScript, PostgreSQL | User Interviews, Surveys

Interests: Taekwondo (Black Belt), Basketball, Strategy Games (Chess, Civ 6), Reading, Travelling