

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%)

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

London, ON

Graduating April 2026

WORK EXPERIENCE

Microsoft

Product Manager Intern, Internal Tooling

August 2025 – Present

Toronto, ON

- Core Role: Own roadmap and success metrics for Win-Loss insights platform synthesizing sales data for Americas GTM across Azure, Security and Copilot
- Drove 30% adoption increase by building a conversational bot as the default interface, after identifying users wanted quick answers over complex dashboards
- Reduced time-to-insight from 3 weeks to 2 by streamlining vendor handoffs and automating data ingestion
- Identified fragmentation across AMER/EMEA/APAC Win-Loss processes and initiated a global standardization effort, aligning regional leads and defining system architecture to unlock cross-regional data
- Conducted Copilot competitor deep-dives via expert interviews and market surveys for senior leadership

Will's Tutoring

Founder

September 2018 – Present

Toronto, ON

- Bootstrapped and scaled from solo tutor to a network of part-time contractors, providing tutoring and admissions planning services for 100+ students with \$70K+ in revenue annually (600+ students & \$470K lifetime)
- Designed custom curriculums for students and managed parent relationships, achieving a 90% retention rate
- **Project:** Built scalable EdTech operations platform from 0→1 (Next.js + Supabase) to automate scheduling, attendance tracking, and payments tracking, ultimately reducing admin workload by 95%

EY-Parthenon

Summer Associate, Corporate & Growth Strategy

May 2025 – August 2025

Toronto, ON

- Supported 3 commercial due diligences for M&A, conducting market, stakeholder interviews, and surveys
- Owned quantitative workstream for edtech acquisition, using SQL and Excel modeling to analyze customer segmentation, retention, market sizing and growth to validate valuation assumptions
- Identified product pricing and positioning strategies projected to increase profitability by 25% over 5 years, prepared recommendations for client presentation

Canadian Imperial Bank of Commerce (CIBC)

May 2024 – August 2024

Toronto, ON

Strategy Intern, Enterprise Digital & AI Enablement

- Conducted opportunity discovery, user journey mapping, and scoping for GenAI fraud-detection solutions, validating technical feasibility and securing funding for 8 initiatives totaling \$100M+ in projected savings
- Benchmarked AI and digital capabilities across 12+ global banks, identifying feature gaps and recommending strategic priorities for 3 lagging areas for F25 strategic planning
- Authored white paper for SEVP & CTO assessing digital transformation progress in cloud and security

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: User Research, Figma, Jira, Python, Excel, SQL, HTML, CSS, TypeScript, Next.js, PostgreSQL

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