

William Zhai

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EDUCATION

Ivey Business School at Western University

London, ON

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

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 Copilot competitor deep-dives via expert interviews and market surveys for senior leadership

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)
- Achieved a 90% retention rate by designing curriculums for students and managing parent relationships
- 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 commercial due diligences for M&A, synthesizing insights from expert interviews and market surveys to identify competitive risks and growth opportunities
- Owned quantitative workstream for edtech acquisition; developed models to analyze customer segmentation, retention, and market size to support valuation assumptions

Canadian Imperial Bank of Commerce (CIBC)

May 2024 – August 2024

Strategy Intern, Enterprise Digital & AI Enablement

Toronto, ON

- 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

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