Nicholas Richard Wolfe

Email: nick.rd.wolfe@gmail.com| Phone: (416) 460-2659 | Toronto, Ontario | Website: https://nickwolfeproduct.com/

WORK EXPERIENCE

AcuityAds Inc, Toronto, Ontario   July 2021 – Present
Product Manager – Reporting & Insights
- Drove the product strategy and roadmap for a B2B platform-as-a service that helps marketers automate their programmatic advertising spend with AI. Led delivery with Agile teams of five to ten engineers, designers, data science and QA.
- Launched technical solutions that drove self-serve product adoption 20% QoQ since joining by working directly with C-level executives, end users and cross functional teams (Marketing, Sales and Customer Success).
- Built and implemented the user feedback process which led to the development of 30+ UX improvements and an increase of 15% in user satisfaction scores.
- Leveraged market and user research to build an analytics dashboard, boosting customer engagement 2X since Q3 2021.

Bell Canada Enterprises, Toronto, Ontario   Sep 2019 – June 2021
Product Manager – Mobile & Bell Email
- Led the development and market launch of three mobile apps. Grew active app base from 50K to 220K users and increased engagement by 160% over ten months by implementing value add features and designing a new QA process.
- Built and designed app reporting based off SQL and Kibana data pulls. KPI reporting presented monthly to executive team.
- Increased new monthly app installs by 22% by introducing multiple deep links to other apps in Bell's mobile ecosystem.
- Managed and mentored co-op student. Coached them through two complex product launches.
- Led a cross-functional team of seven engineers, data scientists and designers to implement a migration of 300K Bell email users to a new user interface and back-end. Minimized support calls during migration by gathering prototype UX feedback from users and A/B testing features. Call rate post migration was 50% lower than forecasted.
- Supported beta testing for 500+ users; created UX surveys and optimized feedback process to understand user pain points.
- Led team scrum rituals (planning, retros', demos'), wrote user stories, prioritized backlog and managed product roadmap.

Bell Canada Enterprises Graduate Leadership Program, Toronto, Ontario   Sep 2017 – Aug 2019
Product Manager – Internal Tools
- PM for internal health and safety tools. Owned strategy and managed agile backlog, sprints, documentation and testing.
- Delivered a reporting tool (Desktop & Mobile) to over 6K technicians that replaced manual excel reporting. Coordinated with three engineers and relevant stakeholders to guide tool launch. The tool has led to an 80% reduction in cycle time for hazards.

Program Manager
- Lead & managed a team of Business analysts in identifying 50+ ordering system issues. Saved $0.9M yearly.
- Identified a delay in Bells ordering system via user research where customer cancellations would not appear in Bell system prior to technician visit. Presented workaround solution to leadership – securing $375K in funding. Saving $450K annually.

Operations & Analytics Manager
- Built automated analytic reporting for team of 400 technicians. Resulted in a 4.5% improvement in volume work completed.
- Led investigation that identified $0.8M in annual parking tickets. Designed and secured a three-month pilot where technicians would use mobile parking apps' to reduce parking tickets & drive time. Pilot resulted in a 75% decrease in cost.

ADDITIONAL EXPERIENCE

D20 Toronto Founder, Toronto, Ontario   Mar 2019 – Present
- Manage a Dungeons and Dragons company that provides teambuilding to local businesses. Achieved $25K in revenue.

Founder & Co-Owner, Newmarket, Ontario   Jun – Sep 2015
- Launched an escape room business, achieving $50K in billings over four months of operations. Exited business for $40K.

EDUCATION & CERTIFICATIONS

Ivey Business School, Western University, London, Ontario
Bachelor of Arts, Honours Business Administration (HBA)   2013 - 2017

Professional Scrum Master 1 (PSM 1)   Dec 2020

Product Stack: Jira, Asana, Invision, Confluence, Figma, Invision, Kibana, Mixpanel, Agile, Pendo
Technical Skills: SQL, Javascript, React, HTML, CSS, Tableau, Adobe CC
Interests: Dungeons and dragons, Esports, Scuba diving, Dragon boating, Mongolian history YouTube channel owner