MO ZAMAN

SENIOR PRODUCT LEADER

MMIE, B.Eng

CONTACT MO

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📍 Toronto, Canada

OVERVIEW

I am a Senior Product Leader from Toronto. My background is in software engineering and I worked as a software engineer before transitioning into product management.

I help organizations define, prioritize and execute product strategy.

EDUCATION

🎓 **Master of Management Innovation & Entrepreneurship (MMIE)**

Queen's University

🎓 **Bachelor of Biomedical Engineering (B.Eng)**

Ryerson University

TRAINING

🎗 **Advanced Product Management Certification**

Product Faculty

🎗 **RippleX Fellowship Program**

Ripple Ventures

🎗 **Social Impact Certificate**

Centre for Social Impact, Queen's University

🎗 **Startup School Alumni**

Digital Media Zone (DMZ)

WORK EXPERIENCE

Lead Technical Product Manager

The McQuaig Institute
Oct 2020 - Present
Toronto, Canada

- Worked closely with senior management and directors to discover, evaluate and define key company priorities, leading to the formation of actionable and detailed product roadmaps with buy-in from key company stakeholders and clients

- Led product discovery and development for a redesigned candidate benchmarking tool to reinforce workflows and training provided by customer success teams, which lead to the creation of 150+ client benchmarks over a 12 month period

- Established a data-driven culture using Mixpanel analytic events to understand key customer actions and workflows in-app, to reinforce product development decisions

- Engaged in extensive customer discovery and design thinking exercises over 30 iterations to create hiring workflows that delivered tremendous value to end users

Senior Product Manager

FlipGive Inc.
Oct 2019 - Oct 2020
Toronto, Canada

- Led 16 person team of mobile engineers, web engineers, senior architects, designers and product managers to support multiple product launches, iterative feature releases, and regular web + mobile app releases through agile product management

- Redesigned gift card checkout to frictionless 10 Second Gift Card Checkout experience, to support over $17 million+ in annual physical and digital gift card sales

- Worked closely with senior leadership team, including CTO and VP of Growth, to create product and engineering processes that emphasized speed and regularly shipped features

- Led product development for revamped payouts and funds withdrawals process for bank transfers and physical cheques by coordinating with Hyperwallet (PayPal) and Plaid (Identity, Auth, and Transactions) partner teams

Technical Product Manager

Myplanet Inc.
Oct 2018 - Oct 2019
Toronto, Canada

- Managed product and led a 12 person distributed team of engineers and designers as for TELUS PharmaConnect, a patient-facing web, Android and iOS application for TELUS Health and also for Harry Rosen's e-commerce and instore technology platform

- Facilitated 4 product discovery and define phases, three product launches, 3 user research spikes, 2 UAT phases, 5 stakeholder & subject matter expert interview spikes and 3 support and optimization engagements in collaboration with interaction designers, visual interface designers and engineers

- Piloted voice application engagement with Cleveland Clinic as Product Lead for a Google Action conversational user interface that delivers daily health tips for nutrition, healthy habits and common concerns to over 12 million patients worldwide

- Established and grew voice practices area by creating Conversational Playbook, facilitating 6 interactive Thinkgroup workshops, organizing 4 Lightning Talks and championing voice technology as an area of mastery and strategic focus

Product Lead & Co-Founder

WerkApp
Apr 2016 - July 2018
Toronto, Canada

- Led 6 person design and engineering team as Product Lead for staffing automation platform, in the general labor and machine operators niche, that facilitated over 3,300 work shifts and generated over $300,000 in revenue in first year of operation

- Grew client base 300% over a period of two years and helped create new jobs for over 700 temporary workers, while conducting regular user and stakeholder interviews to improve the product UX and distill learnings into actionable steps for design and engineering

- Engineered an automated fulfillment and system that leveraged a routing algorithm with SMS to increase applicant response rates by over 6 times compared to traditional marketing channels, built using a modern MERN (MongoDB, Express, React and Node) stack

- Developed web portals for temporary workers, staffing agencies and industrial companies to support job searching, applicant tracking system (ATS), shift approval and Health & Safety training modules, after 6-month dedicated discovery spike

Engagement Lead & Software Engineer

TribalScale
Aug 2017 - January 2018
Toronto, Canada

Virtual Laboratory Software Engineer

Ryerson University
Aug 2016 - Aug 2017
Toronto, Canada

Computer Vision Research Student

Holland Bloorview Kids Rehabilitation Hospital
Apr 2015 - Sep 2016
Toronto, Canada