

Jason Wong MBA

<https://www.wongjason.ca>

An accomplished data-driven leader with more than 15 years of experience creating value by setting strategy, advancing strategic plans and developing high-performing teams. An expert communicator able to distill complex concepts into ideas that all levels of an organization can understand and support. Top-performing leader who combines vision, creativity and business acumen to achieve long-lasting success for an organization. Graduated from the Ivey Business School's 15-month Executive MBA program in May 2020.

WORK EXPERIENCE

FOUR SEASONS HOTELS AND RESORTS

2022 - Current

Product Owner – Post Stay, Memberships, Payments, Profiles

Established a high-performing product delivery team of 15 individuals, dedicated to ensuring a seamless and outstanding guest experience focused on inviting the guest to do more with the brand. Responsible for product managers, IT delivery, vendor management and the overall cross-sell strategy.

- Implemented an end-to-end CX Program, yielding actionable insights and driving a 3-point increase, from 71, in guest satisfaction by strategically collecting feedback at key touchpoints in the guest journey.
- Led the implementation of a new Food and Beverage loyalty program in Asia increasing ancillary revenue \$1.7M and enhancing the guest profile by consolidating guest preferences and engagement history.
- Formulated a global ancillary product strategy adopted by hotels worldwide, guiding the development of tailored experiences, amenities and programming.

TORONTO HYDRO

2019 - 2022

Program Manager – Digital and Web

Led a high-performing, cross-functional team of 25 professionals focused on enabling and supporting the web channel. The team consisted of business analysts, developers, solution architects, quality assurance analysts and user experience designers.

Developed a digital center of excellence (CoE); assets included a corporate website ranked #3 in Canada by eSource (the leader in research and consulting in the utility industry), customer (commercial and residential) self-service portals, a large customer online service management portal and a workforce management portal.

- Prioritizing multiple interdependent high-priority initiatives, for stakeholders across different lines of business, while identifying critical paths for successful implementation and realizing business value.
- Streamlining program delivery by standardizing requirements gathering approach, optimizing development work flow and introducing an automated regression suite that increased productivity (37.8%).
- Increased engagement (17.3%) and adoption (6.3%) by introducing personalized targeting between residential and commercial customers.
- Leading a transformation initiative shifting waterfall software development methodologies to agile product delivery for both the support and project related workstreams.

Datavail Canada

2014 - 2019

Manager, Business Excellence

Led a functional team of eight business analysts responsible for requirements gathering across multiple disciplines; product management, web and digital, digital collaboration and CRM. Also responsible for delivery of a portfolio of projects while leading cross-functional teams on, off and near shore.

- Directed a portfolio of projects ranging in size from \$500K - \$4M, by setting a strategic vision, monitoring of progress, communication and results tracking.
- Defined delivery standards for business analysts and consultants that allowed the team to elicit business objectives through discovery and distill complex business requirements into easily understandable ideas.
- Sustained trust and credibility with customers by demonstrating accountability and ownership, a customer-focused mindset and empathy; nurturing key relationships and collaborating with partners to consistently deliver superior business results and win-win outcomes.
- Presented compelling business cases to prospective customers (senior executives, business managers and IT managers) and secured commitment by highlighting benefits and delivering quick wins that helped enable trust and credibility.

WIND Mobile 2013 – 2014
Senior Knowledge Management Specialist

Canadian Tire Corp 2010 – 2011
Senior SharePoint Specialist

ThinkNet Inc. 2007 – 2010
Business Analyst

VOLUNTEER EXPERIENCE

TEDxTORONTO 2019 – 2020
Digital Strategist

Volunteer helping organize Canada's largest TEDx event responsible for managing the web channel.

- Contributed to a personalization strategy, based on data compiled in CRM, that increased overall conversion rate (2.2%) for ticket sales, speaker nominations, volunteer and partner applications.
- Increased peak website traffic (20.5% and 3.7% overall), newsletter subscriptions (26.7%) and brand awareness by driving user engagement using TEDxAdventure events and story telling marketing.

EDUCATION

Executive MBA, Ivey Business School, 2020

Bachelor of Science, University of Waterloo, 2007