

Jason Wong MBA

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An accomplished data-driven leader with more than 15 years of experience improving business processes and digital solutions. An expert communicator able to distill complex concepts into ideas that all levels of an organization can understand and support. And a customer-trusted advisor with a proven track record of owning and driving projects through to completion—delivering higher adoption, conversion and productivity. Graduated from the Ivey Business School's 15-month Executive MBA program in May 2020.

WORK EXPERIENCE

TORONTO HYDRO

2019 - Current

Program Manager – Digital and Web

Leading a high-performing, cross-functional team of 25 professionals focused on enabling and supporting the web channel. The team consists of business analysts, developers, solution architects, quality assurance analysts and user experience designers. Developed a digital center of excellence (CoE), from the ground up, funneling all web and digital development into the \$5M portfolio; assets include a corporate website ranked #3 in Canada by eSource (the leader in research and consulting in the utility industry), customer 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

Led a team of developers focused on enabling stakeholders across the organization to make better decisions and increase productivity in stores and the call center.

- Reduced customer touch time (29.4%) by building a personalized search strategy for retail and call center agents allowing them to quickly find information relevant to solving the customers issue.
- Simplified complex business processes - activating a phone, performing credit checks and transferring funds into accounts - by introducing a web portal to perform transactions with the click of a button.
- Prioritized the product roadmap of the IT executive dashboard allowing greater visibility into the IT organization and allowed them to maintain and exceed operating KPIs.

Navantis Inc

2011 – 2013

Business Analyst**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 using 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