

# John Lee, MMA

Product Leader | Product Strategy, Digital Platforms & Growth  
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Product leader with 9+ years of experience building digital platforms, regulated fintech products, loyalty ecosystems, commerce experiences, and partner-enabled growth across RBC, Air Canada, HBC, and Arc'teryx. Proven track record defining 0-to-1 strategy, securing multi-million-dollar funding, and leading multidisciplinary teams through complex customer, commercial, and technical challenges. Combines customer insight, product analytics, financial rigor, and AI-enabled prototyping to align senior stakeholders and deliver scalable products with measurable growth, engagement, reliability, and operational outcomes.

## SKILLS

- **Strategy & Leadership:** Product Strategy, Portfolio Roadmaps, 0-to-1 Development, Business Cases & Capital Planning, Cross-Functional Leadership, Executive Alignment, GTM, Vendor Strategy.
- **Digital & Platform:** Web & Mobile, APIs, Data Models, Architecture, Identity, Payments, CRM, Lifecycle, Reliability, Risk & Compliance.
- **AI & Innovation:** AI-Assisted Discovery, Rapid Prototyping, Agentic Workflows, Human-in-the-Loop, AI Guardrails, Cursor, Claude Code, Supabase, Vercel.
- **Analytics & Growth:** Financial Modeling, Unit Economics, Cohort Analysis, A/B Testing, Funnel Optimization, LTV, SQL, Python.

## PROFESSIONAL EXPERIENCE

### Arc'teryx | ReBIRD Membership

Jul 2024 – Present

Senior Product Manager, CRM & Loyalty

- Defined the 0-to-1 product vision and MVP roadmap for Arc'teryx's first digital membership platform, synthesizing customer research, operating constraints, vendor capabilities, and financial assumptions to secure **\$5.2M in capital funding**.
- Owned platform strategy and product lifecycle for Salesforce Marketing Cloud and Narvar customer communications, supporting **50M+ emails annually** across global eCommerce and retail; reduced deployment failures by **25%** through QA governance and automation.
- Led a buy-vs-build evaluation across **5 technology vendors**, including RFPs, platform assessments, and InfoSec reviews, aligning product and architecture on a headless membership strategy that **accelerated delivery by 2 quarters**.
- Managed an **eight-person blended team of FTEs and contractors**, including product managers, business analysts, quality analysts, and Salesforce engineers, with accountability for hiring, performance, career development, contractor renewals, and resourcing.

### RBC | Avion Rewards

Jan 2023 – Jun 2024

Senior Product Manager, Consumer Digital Platforms

- Owned the product vision, roadmap, and end-to-end delivery for Avion Rewards' core web and mobile experiences, leading its **largest cross-platform feature squad** of 14 across web, iOS, Android, QA, and delivery, with dedicated engineering leads.
- Led major feature releases across Avion, including a **0-to-1 cashback withdrawal experience** for non-RBC clients at seven-figure annualized scale and secure sign-on and onboarding supporting the launch of Avion Select, which later grew to **~500K members**.
- Shipped **20+ web and mobile capabilities**, including a native in-app travel experience, identity and security enhancements, browser extension experiences, and observability integrations; led the migration of Avion's digital analytics instrumentation to GA4.
- Earned the **RBC Avion Digital Performance Award**, a panel-nominated distinction recognizing exceptional delivery and product impact.

### Hudson's Bay Company | Financial Services

Feb 2022 – Dec 2022

Senior Product Manager, Growth & Financial Products

- Managed the HBC Mastercard digital ecosystem and Neo Financial partnership, redesigning the in-app credit application journey to reduce friction, enable approvals in **under 3 minutes**, and increase application completions by **15%**.
- Owned the lifecycle roadmap and P&L for a **500K+ cardholder portfolio**, using cohort and behavioral analysis to identify dormancy risks and launch targeted point accelerators that increased **LTV by 10%**.
- Launched Quests, a rules-based engagement platform that scaled personalized promotional journeys across **6M+ mobile users** and driving a **6% lift** in incremental cardholder spend.

### Air Canada | Aeroplan Co-Brand Credit Cards

Dec 2019 – Feb 2022

Product Manager, Growth & Partnerships

- Owned digital acquisition strategy for Aeroplan's co-branded card portfolio across TD, CIBC, and Amex, aligning cross-company roadmaps, campaigns, requirements, and launch execution to support a **427% YoY increase** in cardholder acquisition.
- Redesigned the digital card acquisition funnel using behavioral data, journey analysis, and A/B testing, increasing conversion by **40%**.

Analyst, Commercial Strategy & Partnerships

Sep 2018 – Nov 2019

- Defined API schemas and GTM requirements for Uber and Starbucks integrations, unlocking a **\$1M+ digital acquisition channel**; supported platform planning for the \$2.4B Aimia acquisition and migration of millions of Aeroplan members.

## EDUCATION

Smith School of Business, Queen's University – MMA, Master of Management Analytics, Dean's Honour List

2020

Ivey Business School, Western University – HBA, Honours Business Administration, Distinction

2015