

JAMES FONG, B.Math, MBA

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PRODUCT MANAGEMENT & E-COMMERCE EXPERT

Forward-thinking and client-focused Product Manager with 15+ years of proven success leading the delivery of best-in-class products and solutions that optimize customer experiences and ensure profitable business outcomes. Champions product strategy and execution of innovative product launches, enhancing user acquisition, engagement, and retention for substantial end-user and revenue growth. Leads a diverse team of experts to implement technology solutions that drive process improvements and efficiency. Seeking to explore a new opportunity that advances pursuits toward innovation and organizational growth, with a commitment to optimize user experiences.

CORE COMPETENCIES

- Product Management
- Strategic Planning & Execution
- Market Research & Analysis
- Team Building & Leadership
- Project Governance
- Performance Optimization
- Business Development
- E-Commerce & Product Marketing
- Cross-Functional Collaboration

Technical Acumen: SaaS | Enterprise Software | Jira | MACH Architecture

PROFESSIONAL EXPERIENCE

Product Manager, Frictionless Commerce | [Pivotree](#) | Toronto, ON

July 2021 – Sept. 2023

Led the development of a new product, from concept to launch, to set up the company for recurring monthly revenue through the VTEX e-commerce platform. Crafted a growth roadmap and go-to-market strategy, highlighting the value proposition of all products and services while remaining aligned with organizational goals.

- ✓ Developed a detailed step-by-step process to launch the new application in the market, allowing the team to collect data and patterns for analysis to be used in creating and establishing an effective procedural template for future product launches.
- ✓ Conducted extensive market research on product opportunities around healthcare. Revisited portfolio and surveyed the unmet needs of the organization to determine and assess the untapped market potential of current products and services.

Key Responsibilities:

- **Data Collection:** Tracked patterns of product usage and other key success indicators to measure the impact and value of products to consumers. Utilized analytical tools to evaluate product performance, refining strategy as needed to increase user engagement in the application and expand client base, while providing exceptional customer experience.
- **Market Research & Analysis:** Conducted comprehensive research to discern price points and market demand, developing the application to tailor to the client's needs and preferences. Performed competitive analysis to assess and strengthen the company's market positioning as well as to analyze the consumer's purchasing power for product planning and enhancement.
- **Cross-Functional Collaboration:** Worked effectively with engineering, marketing, sales, and legal teams from design through deployment, ensuring products aligned with each department's goals and entire business strategy.

Global Customer Success Manager | [VTEX](#) | Toronto, ON

Sept. 2020 – June 2021

Responsible for managing and maintaining relationships with global clients, including Stanley Black & Decker, AB InBev, and Motorola, among others, providing resources and expert insight into the efficient use of e-commerce platforms to achieve desired business results.

- ✓ Established a global focal point for the position for each key client to deliver more focused support, maintaining constant engagement and communication to build trust and ensure long-term partnership.

Key Responsibilities:

- **Business Development:** Facilitated periodic client discussions and actively participated in business reviews with VTEX to assess and refine product strategy in order to elevate business performance. Identified new growth opportunities through quantitative research and UX studies, consulting with SMEs to discuss and develop market capabilities.
- **Product Strategy:** Advised clients on strategies to highlight the product's key features, recognizing performance gaps to develop the best approach to maximize its full potential. Worked with VTEX developers to implement needed changes and enhancements.

VP Digital Experience & Commerce | [Cnetric Global](#) | Toronto, ON

Oct. 2019 – Aug. 2020

Functioned as an omnichannel expert responsible for delivering a global view of trends and best practices to diverse clients as well as leading strategic discussions on digital optimization to increase business value. Assisted clients in setting clear visions and building roadmaps to maximize digital platform performances, enhance customer experience, and elevate performance across all channels.

PROFESSIONAL EXPERIENCE (CONTINUED)

- ✓ Successfully oversaw the deployment of a manufacturer's first B2C e-commerce experience in the wake of a B2B slowdown due to the pandemic.

Key Responsibilities:

- **Team Leadership:** Overcame time zone differences to expertly lead project lifecycles and spearhead team meetings, discussing project updates and pain points. Fostered transparency and engagement to ensure a more productive collaboration.
- **Strategic Roadmap Development:** Defined business requirements and identified customer needs to create detailed roadmaps, outlining strategy and short- and long-term targets in alignment with the broader company objectives. Analyzed the market landscape and performance to devise, refine, and execute omnichannel solutions based on Agile practices.
- **Stakeholder Relations:** Served as the primary point of contact between clients, providing expert insights and recommendations based on business needs, and establishing realistic action plans yielding measurable business outcomes.

Product Manager | [IBM Canada](#) | Toronto, ON

Jan. 2011 – June 2015

Led growth strategy and market planning for the IBM WebSphere e-commerce platform, including mobile, catalogue, content management, integration with Order Management, and migration. Developed a systematic approach to managing feature requests, working with teams to improve product delivery through the launching of new features and enhancements based on end-user feedback.

- ✓ Developed a product reviewed and recognized by Gartner and Forrester, among the most influential research and advisory firms, as the leading e-commerce platform within the industry.
- ✓ Led and managed WebSphere Application V7 Feature Packs and V8, effectively representing products to clients. Additionally, steered and oversaw the addition of the commerce composer feature enabling business users to have more control over managing the platform, including introducing new features and updates, to optimize customer experience.
- ✓ Conducted regular Customer Advisory Council meetings and initiated the Request for Enhancement process, providing an interactive avenue to listen to and recognize client needs for continuous improvement of the quality of products.

ADDITIONAL NOTEWORTHY EXPERIENCE

Offering Advisor | [IBM Canada](#) | Toronto, ON

Jan. 2018 – Sept. 2019

Solution Delivery Lead | [IBM Canada](#) | Toronto, ON

May 2017 – Dec. 2017

Manager, Business Advisory Services | [IBM Canada](#) | Toronto, ON

July 2015 – April 2017

Practice Manager | [IBM Canada](#) | Toronto, ON

April 2004 – Dec. 2010

- ✓ Managed contracts, implementation methodology, and enablement of new releases for IBM WebSphere Commerce. Led and managed a team of global consultants to support clients in the optimized use of IBM solutions to increase business outcomes.
- ✓ Led 7 Enablement Bootcamps in 2006-2008 with 90+ student participants, and delivered product training for business consultants. Owned the WebSphere Commerce technical track, with 16 labs/lectures in the annual WebSphere Services Technical Conference.
- ✓ Designed the "Ballpark Sizing" spreadsheet used by architects to estimate the number of work hours for every project, allowing for consistent and seamless execution of needed revisions to improve project delivery and performance.

Development Manager, WebSphere Commerce B2C Solutions | [IBM Canada](#) | Toronto, ON

Feb. 2003 – March 2004

EDUCATION & CERTIFICATIONS

Masters of Business Administration, International Business | [Wilfrid Laurier University](#)

Bachelor of Mathematics, Computer Science with Business Administration | [University of Waterloo](#)

Training & Certifications:

Certified Pragmatic Marketer | Generative AI for Business Leaders, Generative AI vs Traditional AI, Generative AI & Workplace Transformation | IBM Agile Explorer, Enterprise Design Thinking Practitioner, DevOps Essentials | Designing a Business | IBM Blockchain Essentials | IBM Watson Studio Visual Recognition Essentials