RICHARD STRAUSS

Senior Product Leader | AI & Digital Innovation | SaaS, B2C, B2B2C Expert

rstrauss91@gmail.com | www.richardstrauss.me

A results-driven product leader with 9+ years of experience launching successful SaaS and consumer products in B2C and B2B2C environments. Passionate about leveraging generative AI to craft innovative experiences and drive impact.

WORK EXPERIENCE

Senior Product Manager, AIR MILES (www.airmiles.ca)   2024 – Present

The second-largest Canadian coalition loyalty program with partnerships with leading global brands.

- Partner with lead architect to implement LLM-assisted matching algorithm improving match rates by 20%.
- Collaborate with dev lead on a rewrite of the mobile app from native to Flutter improving development efficiency.
- Partner with the data science team to implement a personalization system for reward recommendations.
- Lead a rebrand and UX redesign with design teams to deliver an engaging, on-brand collector experience.

Group Product Manager, PAR Ordering (menu.app)   2021 – 2024

A US-based enterprise eCommerce platform for large scale restaurant brands.

- Reported to CPO and managed a team of 4 PMs across ordering, menu, customization, and loyalty domains.
- Launched reordering that increased conversion by 5%, menu gradual loading that reduced drop-offs by 10%, and zero-to-one ordering APIs and a loyalty platform to unlock new revenue streams globally.
- Set the product team's vision, goals, and roadmap in collaboration with business and technology leadership.

Founder, como (instagram.com/comoapp)   2020 – 2022

A mobile restaurant discovery and sharing platform based on friend-to-friend recommendations.

- Successfully launched iOS and Android apps within 6 months, using the MERN stack.

Senior Product Manager, Loblaw Digital (loblawdigital.co)   2015 – 2019

Loblaw is the largest Canadian retailer with eCommerce and digital properties in grocery, apparel, loyalty, and more.

- Led an internal consultancy team of 7 focused on experiment-led product development.
- Owned the eCommerce product roadmap for joefresh.com, the largest apparel business in Canada.
- Led a team of developers, designers, and business users through a site refresh from design to release.

Management Consultant, Accenture Canada (accenture.com)   2013 – 2014

A professional services firm focused on management and technology consulting for large-cap companies.

- Redesigned customer journeys for high-net-worth clients at a large Canadian bank.

EDUCATION

Gen AI & LLM Self-Study, Medium (medium.com/@richardstrauss)   2024 – Present

Self-led learning and development of innovative user experiences using generative AI and LLMs.

- Built prototypes such as a PDF document searcher, meal planner, and meeting notes summarizer.

Full-Stack Web Development, Graduate   2017

Bitmaker, Toronto, Canada

- Completed a 9-week immersive (400 hours) web development course.

Bachelor of Commerce, High Distinction   2009 - 2013

Rotman Commerce, University of Toronto St. George Campus

- Specialist in Finance and Economics, CGPA 3.9/4.0

PROFESSIONAL SKILLS

- **Languages & Frameworks:** Python, JavaScript, React, React Native, Node, Express, Mongoose
- **AI & GenAI Tools**: OpenAI API, LangChain, Langfuse, Cursor
- **Product Tools:** GA, Adobe Analytics, Aha, JIRA, UserTesting, Confluence