



Paul Austin-Menear

Swiss Army Knife for Hire

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Hi there, I'm Paul.

I'm a self-starting, highly driven professional with a focus on preparing for the road ahead. I believe that building a resilient, successful organization requires a talented team working in the business—and a **discipline about working on the business**. This is a key outcome of my work, especially where it intersects with the design and implementation of systems which improve labour productivity and create synergies.

Colleagues have often referred to me as a Swiss Army Knife—I possess a knack for applying systems thinking and other soft skills to a wide variety of challenging problems and functions across an organization. I've led teams and task forces with marketing, operations, supply chain, product development, and technology management objectives over the years. This has afforded me the multidisciplinary experience and perspective to act as a bridge between groups that don't always speak the same language or have consistently-aligned priorities.

Sense an opportunity? Let's talk—the best time to roll up our sleeves was yesterday. The second best time is today.

Sincerely,

Paul Austin-Menear

Customer Insights Paul

Intrapreneur :: Builder :: Servant-Leader :: Player-Coach

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INSIGHTS LEADERSHIP PHILOSOPHY

If we're to ask a customer to open their wallet for us, we should afford them the courtesy of understanding what their wants and needs truly are. Customer-centric behaviour can (and should) spread beyond the delivery of customer service. Customer happiness often begins long before an interaction even takes place—the origin of true satisfaction begins before a product or service is even created. Understanding what to create, why it's needed, and how to deliver it is a fundamental basis for building an insurmountable strategic moat.

PROFESSIONAL EXPERIENCE

Nanoleaf, Toronto, Canada — VP, Product Insights & Analytics

MAY/2024 - SEP/2024

Responsible for designing and implementing first-party programs and tools to measure satisfaction, sentiment, and affinity throughout the product lifecycle.

- Improved beta product satisfaction average from 51% to 85% (as measured at external testing completion) ;
- Improved customer testing completion rate from 38% to 92% ;
- Expanded scope of pre-production beta program to include all product lines, representing a total aggregate lifecycle value > US\$250m.

Professional experience abridged for brevity. Full chronology available at <https://www.linkedin.com/in/pwamenear/>.

NOTABLE PROJECTS

Beta Questing — Various Vendors (2024)

Developed and implemented a research-driven program for significantly improving the launch of new products and services which are in pre-production development. The program brings customer-centric design to the center of R&D activities, by involving end-users for both ideation as well as testing of software and hardware prototypes. A holistic approach to tester recruitment and test delivery was utilized—featuring game mechanics and reward milestones to boost test completion rates and convert testers to brand advocates over time.

CROSS-FUNCTIONAL SKILLS

Critical Thinking.
Situational Awareness.
Systems Thinking.
Communications.
Leadership & Coaching.
G.S.D. (a.k.a. “pitter-patter..”)

FUN FOOTNOTES

Exhibited at major industry events globally: LFI / San Diego (2017), CES / Las Vegas (2017, 2018), L+B / Frankfurt (2018)

Lived and worked in Paris, France for ten weeks in 2018 to establish Nanoleaf Europe SAS.

Guest-hosted webinars with Microsoft on human-centric automation design in 2022.

Invited to lead merchant solutions workshops at Shopify's annual developer retreat in 2022.

Near-universally loved by small children and pets to the annoyance of my wife, who is initially ignored by them as a result.