



Paul Austin-Menear

Swiss Army Knife for Hire

paul@menear.ca // +1 647.406.4717 // ca.linkedin.com/in/pwamenear

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

Technology Integrator Paul

Intrapreneur ❖ Builder ❖ Servant-Leader ❖ Player-Coach

Paul Austin-Menear

Toronto, ON M5A 1E1

(647) 406-4717

paul@menear.ca

TECHNOLOGY LEADERSHIP PHILOSOPHY

It's easy to be seduced by the promise of cutting-edge tools and toys—but a particular technology is no more valuable than the people who leverage it in order to bring wins to the organization. A technology strategy must ultimately support both the organization's growth objectives, and the operational needs of the teams on the ground. In this way, people and technology have a symbiosis which must be carefully maintained if the organization is to thrive.

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.

Nanoleaf, Toronto, Canada — VP, Commerce Operations

JAN/2021 - MAY/2024

Designed and implemented programs and repeatable processes to support business development, supply chain, and sales operations to the net benefit of end customers in 120 countries. Managed procurement and integration of third party technology solutions alongside in-house development of proprietary solutions. Staff complement : 20 FTE staff across five distinct teams in three global offices.

- Led the solution development and implementation of a hybrid API/EDI technology stack, improving labour productivity by 12% in logistics operations ;
- Designed and implemented various business process automation projects which in aggregate improved gross revenue per labour hour by 5x in logistics operations ;
- Streamlined integrated inventory management and forecasting processes, ultimately reducing stock-on-hand requirements by

CROSS-FUNCTIONAL SKILLS

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

FUN FOOTNOTES

I'm a Certified Scrum Master: and I don't have a software development background.

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.

Sourced and implemented best-in-class IMS and ERP systems: Stitch Labs, Tradegecko (Intuit Commerce), Brightpearl, Cin7, Skubana (Extensiv), and MS Dynamics (BC/D365).

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

18% globally.

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

NOTABLE PROJECTS

Headless eCommerce Implementation — *Shopify Plus (2019)*

Architected and led the implementation of a headless eCommerce stack leveraging Shopify Plus (Enterprise) as the underlying order management system for the global group. The implementation featured a serverless application (static html node) for marketing and commerce UX, custom integrations for global 3PL sites, and a mix of custom and customized off-the-shelf integrations for marketplace selling and programmatic advertising. Revenue increased 12% in the quarter after launch (on a normalized for seasonality basis).

ERP Implementation — *Microsoft Dynamics (2021-2022)*

Led the implementation of a cloud ERP to the benefit of the global group of companies at Nanoleaf (multi-tenant implementation including product localizations for Canada, France, and Hong Kong). Project involved designing and developing extensions for the ERP in-house, to micro-optimize for unique business process requirements in trading with global subsidiaries.

OM Integration Design — *MS Dynamics (2022)*

Led the scoping, solution design, and implementation of a bespoke handling layer in Amazon AWS which automates the bidirectional extract-transform-load functions required to transport payloads between an IMS or ERP system and external sales channels. The system was designed to handle connection points over RESTful APIs, SOAP-based APIs, or via flat files (sFTP, primarily).

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.