

# Patrick Cormier

## Product Manager

514-927-0168 · [patrick@pcormier.com](mailto:patrick@pcormier.com)

🔗 [Linkedin, Website](#)

### Skills

Leadership & Teamwork

Product Strategy

Market Segmentation

Product Roadmapping

Product Pricing

Requirements Gathering

Go To Market Strategy

Public Presentation

Product Training

## Profile

For over ten years, I explored different industries with ease, understanding the many challenges they are facing. Using the knowledge acquired and keeping the customer in mind, I create & grow products that lead their markets and generates revenue for the companies hiring me.

Defining the right product is nothing without constant & efficient delivery, that's where my sixth sense on team unity & focus comes along. Providing context & vision for the engineering team is one of my main strengths.

Products are nothing without the support of the Business Development team, being a talented presenter and teacher, I strive in providing training and developing business documentation and coaching material to help and support an organization in growing his position on the market.

Listening & understanding clients throughout workshops and interviews is a strength that overtime allowed me to build features that tackle pain points lived by our customers.

## Employment History

### Product Manager, SITA, Montreal, Canada

May 2019 — Present

#### Responsibilities:

- Interview customers to assume their use of the product
- Define the product strategy and road map;
- Prioritize & define the backlog of features for the main product;
- Create and socialized primary product family Product Definition & Service Catalog;
- Established service models along with the end of support policies;
- Support business development initiatives during different RFP;
- Create content and lead training session with customer-facing teams;

#### Achievements:

Following the approval of my product vision, I travelled to Bangkok, Miami & Frankfurt to present, with great success, to our main customers. Following our performance, our NPS score for my product grew by 50%.

### Product Owner, WorkJam, Montreal, Canada

February 2018 — May 2019

#### Responsibilities:

- Asses the business needs of our customers to prioritize the backlog of feature;
- Coordinate with the leadership on the priorities to develop and their impacts on our customers and position on the market;
- Lead a scrum team of 12 engineers responsible for the architecture core of the platform;
- establish and lead the implementation of an idealization process leading to better priorities delivered to our customers.

**Achievements:**

I lead the implementation of an idealization process in less than six months. The new process led to the delivery of features that made a real difference in the life of our customers.

**Bilingual Product Manager, LexisNexis Canada, Toronto, Canada**

January 2016 – February 2018

**Responsibilities:**

- Developing the product strategy for the segment in collaboration with the Managing Directors;
- Directing the customers' workshop to understand product pain points and possible improvements in our value proposition;
- Identifying product gaps for the market segments and prioritize the global product backlog based on the holes;
- Developing product marketing materials according to segment-specific needs;
- Implementing pricing strategies and bundling approach to gain traction in our segment;
- Supporting daily the business development team closing or extending their opportunities
- Ensuring the voice of the sector product management meetings;

**Achievements:**

I revive a deprecating product in the Canadian market by interviewing customers and acting on their pain points quickly enough. The relaunch of the product generate year-over-year revenue of over 1.2 millions for LexisNexis Canada.

**Product Manager, Jobbook, New York City, USA**

January 2015 – December 2015

**Responsibilities:**

- Definition of the product strategy & ownership of the product roadmap
- Description of the product requirements using extensive research with leading recruiters in different markets in America;
- Leading a Scrum team of 6 developers responsible for developing the back and front end of the platform;
- Working with the CFO and finance team to establish budgets, pricing strategies & go-to-market approach.

**Achievements:**

Following five years of development and no market release, my team & I took the requirements from the market and turned them into a sell-able product in less than five months. Generating our first revenue in 6 months.

**Product Owner, iProspect, Montreal, Canada**

January 2014 – December 2014

**Responsibilities:**

- Responsible for the customer communication related to Code Red project;
- Establish & maintain the backlog of the agency largest customer project;
- Manage a scrum team of 12 developers from product requirements to release;
- Tracking budgets and forecasts to maximize the productivity of the technical side;
- Implementing & monitoring the success of the products using KPI;

**Achievements:**

I alone build the development team in less than four weeks, draft the requirements and led the team to deliver the product to the market four months before the planned date with 40% savings on budget.

**Product Manager, Frank & Oak, Montreal, Canada**

May 2013 — January 2014

**Responsibilities:**

- Evaluating threats from competitors, forecasting, and anticipating industry trends, adapting product strategies and roadmaps based on the analysis;
- Managing cross-functional scrum teams of 6 resources;
- Elaborating, documenting and communicating business guidelines and technical requirements;

**Achievements:**

Create & release "StyleScape" an innovative way of shopping online. Using AI to manage cart and shoppers suggestions, at release we featured in The New York Times & TechCrunch.

**Production Director, Sid Lee, Montreal, Canada**

April 2010 — May 2013

**Responsibilities:**

- Establishing technological solutions to advertisement customers;
- Collaborating with cross-functional teams in Montreal, Toronto, Amsterdam, Paris and New York.
- Managing and supporting scrum development teams in different locations
- Working & collaborating with the technical analyst, on the writing of specifications for the development team.

**Achievements:**

Five of the project under my responsibilities got shortlisted at Cannes Advertisement prices. I led the team that created the business models along with developing the first iteration of Luxury Retreat. Their innovative business models got them acquired by Airbnb.

## Courses

**Certified Cloud Practitioner, Amazon Web Services**

September 2018 — September 2018

**Certified Solutions Architect - Associate, Amazon Web Services**

September 2018 — September 2018

**Certified Big Data - Speciality, Amazon Web Services**

October 2018 — October 2018

**Certified Security - Speciality, Amazon web Services**

November 2018 — November 2018

**CCNA, Cisco**

May 2018 — May 2018

**CCNP, Cisco**

May 2019 — May 2019

**Yellow Belt, Six Sigma**

October 2017 — October 2017

**MySQL Database Admin., Oracle**

June 2016 — June 2016

**Project Management Professional, PMI**

May 2015 — May 2015

**Agile Certified Practitioner, PMI**

October 2015 — October 2015

**MCDBA: SQL Server 2000, Microsoft**

October 2001 — April 2020

**MCSE: Windows Server 2000, Microsoft**

June 2001 — June 2001

## **Education**

**Cybersecurity: Managing risk in the information age , HarvardX, Online**

September 2019 — Present

**Minor Computer Science, Massachusetts Institute of Technology,  
Cambridge**

August 2010 — June 2012

**Bachelor, McGill University, Montreal**

September 1999 — September 2002