

# MORSHED ABUL ALA

**Product Management and Design Leader - Making Bold Decisions to Innovate Rapidly**

1-647-833-1979 • morshed@morshed.ca • www.morshed.ca | Toronto, ON, Canada

---

## CAREER OBJECTIVE

For over twenty years I have led product visions, strategies, and backlogs of innovative cross-platform digital apps through making bold moves and taking risks away from the status quo. Beyond identifying what's up and coming, successful innovation requires the skills and strategies necessary to move entire organizations and inspire cross-department teams to buy into the innovation and work collaboratively towards the product's success. I look forward to opportunities that allow me to instigate and lead this progress.

## STRATEGIC COMPETENCIES

- Accelerated Product Launch
- Large-scale Program Management
- Software Delivery Process Improvement
- Digital Transformation
- Team Formation and Development

## INDUSTRY EXPERIENCE

Streaming Media, Telecommunications, Healthcare, Banking, Investment, Hospitality, Education, Gaming, E-Commerce, Online News Media

## TECHNOLOGY AND PLATFORM EXPERTISE

Mobile, Desktop, Connected TV and OTT devices, Amazon Web Services, AWS Media Services, Google Cloud Platform, Azure Cloud Service, Figma, Adobe Experience Cloud, Adobe Commerce (Magento), Wordpress, WooCommerce, Stripe, Segment, Braze, Jira, Aha

## PROFESSIONAL EXPERIENCES

**Stellar Elements (Formerly Clearbridge Mobile), Toronto**

Nov 2018 – Nov 2023

**Head of Product and Design** (Jun 2019 – Nov 2023)

Stellar Elements is an award-winning, full-stack app development company. In this role, I built a performing product and design team to support the development of the best quality mobile and connected devices apps that aligns with client's strategic goals and objectives in order to build stronger customer relationships, add business value, and drive revenue through innovative growth opportunities.

### **Accomplishments:**

1. Transformed internal delivery process through documented, repeatable, collaborative and measurable guidelines that reduced on-boarding time by 50% and improved delivery team efficiency by 20%.

2. Created product and design team training materials, guidelines and processes that were transparent and collaborative to build a performing team of 15, supporting the corporate objective of becoming one-stop shop for all client outsourcing needs.
3. Packaged a Design and Discovery service with clear deliverables, processes, pricing and training which resulted in double the profit margin, 10 times more sales of Design and Discovery service, and 80% of all Design and Discovery engagements converting to a development engagement.
4. Provided product and design leadership and mentorship to bring the following app experiences to market:
  - a. Yankees Entertainment and Sports Network - Multi-platform OTT sports streaming app
  - b. Public Mobile - Carrier fully digital native self-serve mobile app
  - c. New England Sports Network - Multi-platform OTT sports streaming app
  - d. Dynacare Plus - Lab results visualization and healthy living mobile app
  - e. MyGut - Patient care and healthcare provider communication mobile app
  - f. Deadstock - E-commerce app (buy/sell/bid) with AI driven sneaker authentication
  - g. Sculpture Hospitality - Bar and restaurant inventory management app
  - h. IDELLO Family (by TFO) - Online video-based French learning mobile app

***Product Manager*** (Nov 2018 – May 2019)

In this role, I was responsible for ideating and executing on the delivery of a full-stack digital app initiative for ParticipACTION across iOS, Android, and web apps on AWS architecture to inspire participants to track health activity, set goals and stay motivated through personalized articles and videos.

***Accomplishments:***

1. Launched the MVP offering of ParticipACTION mobile app to the market within three months that included building native iOS and Android apps, scalable backend, and AWS systems integration to enable authentication, video encoding and streaming.
2. Worked as an interim Director of Digital at ParticipACTION (Jan 2019 - May 2019) to establish digital strategy and cadence while sourcing and hiring a permanent resource.

**Investors Group Inc., Toronto**

Feb 2017 – Jul 2018

***Director, Digital Product Management (Consultant)***

Investors Group is a part of IGM Financial, and a member of the Power Financial Corporation group of companies, one of Canada's largest and most respected companies. In this role, I was responsible for executing on a strategy to offer a differentiated wealth management portal for Investors Group clients along with managing the legacy client portal and online statement adoption.

***Accomplishments:***

1. Executed on the online statement adoption campaign through clearly articulated benefits and incentives resulting in 35% conversion within 60 days.
2. Provided product management leadership to launch a re-branded Investors Group client wealth management self-serve portal leveraging Salesforce and Lightning Design System in less than a year.
3. Created training materials for advisors and support teams to help encourage client usage and adoption of self-serve features of the client portal resulting in 25% reduction of mailing costs and 50% reduction of time required to have client KYC updated.

**Secret Location, Toronto**

Jul 2016 – Jan 2017

***Product Manager (Consultant)***

Secret Location is an Emmy award winning, premium content and technology studio with deep production expertise in 360° and VR storytelling. In this role, I was responsible for building and managing a full circle publishing platform that allows content creators to distribute their immersive content on whatever platforms (iOS, Android, Gear VR, Oculus, Daydream, etc.) they choose.

***Accomplishments:***

1. Defined and executed on a VR content distribution platform that enabled launching apps across iOS, Android, Gear VR and Daydream within two weeks using templated design.
2. Established cadence and agile processes to manage product roadmap and feature development.
3. Sourced and recruited talents to build a twelve members team consisting of development managers, user experience designer, visual designer, developers, and quality analysts to help launch MVP release in less than four months.

**Quickplay Media Inc., Toronto**

Apr 2013 – Jan 2016

***Senior Product Manager***

Quickplay Media is the leading provider of managed solutions for the distribution of premium video to IP-connected devices. In this role I was responsible for managing Quickplay's Next Generation TV Video Content Management and Merchandising Service, Media Processor Encoding Service, and desktop client app.

***Accomplishments:***

1. Defined and executed on the product strategy for Quickplay's TVB Europe IBC Best of Show award winning Next Generation TV Content Management and Merchandising Service.

2. Increased encoding services profit margin by 20% through the implementation of features that allows for bursting capacity with minimal increase in operational and maintenance overhead.
3. Successfully productized Quickplay's responsive web-based client app in three months to support rapid extension of multi-screen video services on web-based connected devices.

**Rogers Anyplace TV – Rogers Communications Inc., Toronto**  
**Product Manager - Online, Tablet, Xbox, Smart TV**

Sep 2010 – Mar 2013

Rogers Anyplace TV (previously known as Rogers On Demand Online) was one of Canada's best collection of premium produced video entertainment on the web. In this role I was responsible for developing product strategies, roadmap, business requirements, and managing P&L for desktop, tablet and gaming consoles ensuring that all product offerings and feature sets are superior to competitors and drives incremental revenue.

**Accomplishments:**

1. Launched online movie rental payment using Rogers bill as a payment option. First online product of its kind to use Rogers bill as a payment option for both Cable and Wireless customers enabling expanded use of Rogers bill as a payment method for third-party partners.
2. Successfully executed on re-branding of Rogers On Demand Online to Rogers Anyplace TV across all extensions (desktop, mobile, tablet, Xbox)
3. Created and executed on Rogers' strategy for BDU Authentication on multi-screen (desktop, tablet, mobile) for online video streaming services like TMN GO, and CNN GO

**Sympatico Mobile – Bell Canada, Toronto**  
**Product Manager, Mobile**

Dec 2007 – Sep 2010

Managed the deployment of the first Canadian mobile advertising network and launched mobile sites, apps and solutions for clients as well as Sympatico.ca's mobile properties.

**Sympatico.ca – Bell Canada, Toronto**  
**Content Integration Manager, IPTV**

Sep 2007 – Nov 2007

Built and maintained a best-in-class user/content experience on the IPTV platform built on Mediaroom. This responsibility was shared with the Associate Director to focus on revenue, partner relationships, and overall platform strategy.

**JumpTV.com Inc., Toronto**  
**Channel Implementation Engineer**

Nov 2006 – Aug 2007

Planned, organized and executed implementation of new channels on JumpTV.com's platform, the world's leading broadcaster of television over the Internet with nearly 300 channels from

70+ countries. I have worked alongside network engineers, systems admin, programming team and channel partners to ensure successful new channel implementation.

**NorthSouthIT.com, Toronto**  
**Web Producer & Developer**

May 2000 – Aug 2006

Responsible for the technical architecture, administration, development, maintenance and promotion of client websites, support of end users and interaction with clients. I collaborated with other developers, designers, analysts and stakeholders to ensure successful implementations and actively participated in all phases of the development lifecycle.

**Webhosting.com Inc., Toronto - Level 1 Support Technician**

Mar – Apr 2000

Provided hosting related support via email, phone, and live chat in a call-centre environment.

**Gradient International Technology Inc., Toronto - Webmaster**

May – Aug 1999

Designed, hosted and maintained websites created using ASP and PHP.

**Ministry of Education, Toronto - Computer Support Technician**

May – Aug 1998

Provided onsite and telephone support related to software and hardware installation and update.

## EDUCATION

**Executive MBA – Innovation Leadership**

Sandermoen School of Business, University of Fredericton, Canada

**Computer Engineering**

University of Toronto (not completed)

**Ontario Academic Credit**

C W Jefferys Collegiate Institute, Toronto