



**DAN SAUVÉ**

**Digital Strategist & User Experience Expert**

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**I'm a passionate digital strategist and digital user experience expert with over 13 years of experience building winning teams, delivering large-scale digital projects, and managing complex software products for **Canada's biggest brands.****

Results oriented and self-directed, I love delivering great customer experiences that captivate and delight. I most enjoy leading whiteboard sessions and rolling up my sleeves to work through conceptual designs with designers, engineering teams, and customers, but I'm also right at home juggling timelines, balancing budgets, and managing the P&L. I have worked in both agency and corporate environments, have a strong business acumen and financial literacy, and am very comfortable working with senior executives.

## EXPERIENCE

### Senior Product Manager, Health Monitoring Software

TELUS (September 2012–Present)

- ◆ **I manage the end-to-end delivery of the TELUS Home Health Monitoring product, from market strategy to requirements prioritization, design, sprint reviews, and release management.**
- ◆ Managing a team of product owners and business analysts, and working closely with our design, engineering, release management, and professional services teams, we collaborate across business units to design, develop, and deliver a complex enterprise-grade healthcare software product.
- ◆ Established and implemented a governance framework in order to ensure alignment across our organization and our customer base (provincial governments and local health networks). This ensures that executives know about changing priorities, engineering teams are focused on high value product changes, and customers provide input on upcoming functionality early and often through regular concept reviews and sprint demos.
- ◆ Managed the prioritized product backlog and led development of all requirements (business, functional, epic definition, and user story grooming) while supporting engineering as we successfully transitioned from waterfall to agile/scrum. We now deliver more regular updates of higher quality as measured by customer UAT cycle metrics (lower number of defects, shorter time to complete UAT).
- ◆ Managed external partners, including hardware vendors and software development agencies, in order to accelerate delivery of specific product components. Working with partners over the last 18 months we have redesigned our patient-focused tablet application for Android, developed a new cross-platform M2M device connectivity layer, and implemented an enterprise-grade MDM solution to support unique use cases and adhere to strict provincial privacy and security standards.

### Account Director, User Experience

High Road Communications (January 2009–September 2012)

- ◆ **Built strong customer relationships through RFPs and organic new business development, and managed a team of digital professionals.**
- ◆ Deliverables included leading teams to produce digital audits, competitive analysis, stakeholder consultations, focus groups, usability testing, content mapping and information architecture development, as well as establishing project success metrics. Social media was also hot at this time and a pillar in every strategy I developed.
- ◆ Modernized the firm's UX strategy and design practice, moving from static Visio based diagrams to interactive prototypes and easily maintained functional specifications built in Axure. This allowed us to

review with customers earlier in the process and more easily gain their approval, resulting in a drastic increase to the number of projects the UX team was able to work on at any given time.

- ◆ Consistently delivered successful digital strategies for notable high profile clients including American Express, Canadian Tire, Cineplex, Facebook, LG, Microsoft, TELUS and Sun Life Financial.

## Director, Digital

gordongroup marketing + communications (February 2006–January 2009)

- ◆ **Built the firm’s digital design and development team**, growing the division from one digital Jack-of-all-Trades (me!) to a tight team of five talented designers and web developers.
- ◆ Played a key role in winning new business initiatives with large Canadian customers include the CBC (for which we became digital agency of record), Bentall Investments, and GWL Realty.

## Web Developer

Industrial Media (September 2003–February 2006)

- ◆ **Spearheaded the agency’s shift to Web standards based development (HTML/CSS).**
- ◆ Responsible for front-end development, producing internal guidelines for HTML/CSS templating, content integration, and website maintenance procedures.

## Web Designer (Contract)

High Road Communications (then iStudio Canada Inc.) (March 2003–September 2003)

- ◆ **Responsible for original design concept development, design extension, and graphic production.**
- ◆ Involved in website template development, Government of Canada Common Look and Feel (CLF) compliance, and overall quality assurance.

## Web Designer

Statistics Canada (April 2001–March 2003)

- ◆ **Managed sections of Statistics Canada’s intranet as a member of the Internal Communications Network team**, maintaining thousands of pages including the agency’s electronic media monitoring service and other information important to senior management.

## TRAINING & QUALIFICATIONS

- ◆ TELUS Leadership NOW Management Training (2014-2015)
- ◆ Pragmatic Marketing Certified (2014)
- ◆ Fleishman-Hillard Innovation Training (2011)
- ◆ Fleishman-Hillard Management Academy (2009)
- ◆ Excellent written, presentation and oral communication skills in both English and French.

## EDUCATION

- ◆ **Graphic Design (Honours)**  
Algonquin College of Applied Arts and Technology (2000–2003)
- ◆ **Diplôme d'études secondaires de l'Ontario (D.E.S.O.)**  
École secondaire Embrun (1995-1999)