

DAN SAUVÉ

dan@dansauve.com 438-821-5617 linkedin.com/in/dansauve

A passionate Product Design and UX leader with 20 years' experience designing complex software products, engineering world-class user experiences, and building winning teams. An effective communicator who collaborates with others to improve business outcomes.

EXPERIENCE

Product Design & UX Research Lead – SmartHome+

TELUS (March 2023–Present)

- ◆ **Leading a team of 15 UX Designers and UX Researchers responsible for scoping and designing a new “super app” named SmartHome+ to manage all TELUS consumer services in a single user experience** (Internet, Smart Home Security, Consumer Energy Services, and generic smart home device control).
- ◆ Spearheaded development of a Design System through emergent design. In parallel with discovery through design, this approach has allowed my team to actively define and design the app itself while building the design system, ensuring consistency, and improving our velocity.
- ◆ I have relentlessly driven the team responsible for the P&L to refine scope using an iterative MVP mindset while also advocating for user needs by leveraging UX research methods to ensure that our decisions are data-informed.

Senior Principal Product Manager

Nuance, a Microsoft company (June 2019–September 2022)

- ◆ **High visibility role accountable for international product strategy, development, and lifecycle management of AI-powered healthcare products in Canadian, EMEA, and LATAM markets.**
- ◆ Product-led growth of Canadian Dragon Medical One (DMO) user base from 4,000 to 16,000, achieving USD\$30M ARR. Expanded to French Québec via local channel partner to increase Canadian serviceable market (SAM) by 20% at no additional cost, and led product development of market specific features.
- ◆ Led business case for DMO launch in Mexico and LATAM, reaching 50% of serviceable market by leveraging existing cloud infrastructure (no additional costs) and extending existing partnerships (accelerated go-to-market), pivotal in gaining executive approval.

Group Product Manager – Consumer eCommerce Platform

Rogers Communications (March 2017–May 2019)

- ◆ **Led and mentored a team of six product managers responsible for evolving and modernizing the Fido.ca ecommerce platform to grow digital channel mix and increase online sales.**
- ◆ Developed a flexible, in-flow promotions engine to increase use of digital-first promotions and quickly react to competitive price matching online. Digital channel mix for hardware upgrades increased from 7% to 12% with operational cost savings of over \$1M versus retail/phone channels; price plan changes mix increased from 5% to 28% with \$2M in savings.
- ◆ Redesigned product merchandising pages (phones and service plans) and end-to-end purchase flow to increasing digital channel mix and increased likelihood to buy online by up to 30%.
- ◆ Rearchitected the new customer credit check which erroneously blocked up to half of eligible humans from transacting online, driving 20% more traffic to the end of the funnel and increasing online sales.

Senior Product Manager & UX Architect

TELUS Health (September 2012–February 2017)

- ◆ **Responsible for end-to-end delivery of the TELUS Home Health Monitoring product including market strategy, feature requirements prioritization, user experience design, and release management.**
- ◆ Brokered Tunstall partnership to bring their health monitoring software to Canada, a major software re-platforming initiative. Led business and technical discussions evaluating potential partners.

- ◆ Joined the team as a UX architect prior to taking lead product role. As UX lead, I partnered with local usability firm Yu Centrik to get access to their usability testing lab which we used regularly to complete usability testing and user-focused design projects, improving the patient and clinical experience.

Director, UX Design & Research

FleishmanHillard HighRoad, an Omnicom company (January 2009–September 2012)

- ◆ **Experienced digital strategist and user experience strategy lead responsible for new business development, developing a team of digital strategy consultants, and delivering user-centric digital product experiences.**
- ◆ Consistently delivered successful digital campaigns for notable high-profile clients including American Express, Canadian Tire, Cineplex, Facebook, LG, Microsoft, TELUS and Sun Life Financial.
- ◆ Modernized the firm’s UX strategy and design practice, moving from static Visio based diagrams to interactive prototypes, A/B testing, and easily maintained functional specifications.
- ◆ Deliverables included digital audits, competitive analysis, stakeholder consultations, focus groups, usability testing, content mapping and information architecture, and defining success metrics/reporting dashboards.

Director, Digital

gordongroup marketing + communications (February 2006–January 2009)

- ◆ **Built the firm’s digital design and development team**, growing the division from one digital expert (me!) to a tight team of five talented designers and web developers.
- ◆ Led business development for the digital division; signed agency of record contracts with the Canadian Broadcasting Corporation (CBC), Bentall Investments, and GWL Realty.

Web Developer

Industrial Media (September 2003–February 2006)

TRAINING & QUALIFICATIONS

- ◆ Excellent written, presentation and oral communication skills in both English and French
- ◆ Pragmatic Institute Product Management Certification (PMC-III)
- ◆ Certified Scrum Product Owner (CPSO)
- ◆ Business management training programs completed at FleishmanHillard High Road, Rogers, and TELUS

EDUCATION

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| ◆ Graphic Design (Honours)
Algonquin College
2003 | ◆ Finance for Non-Financial Managers
McGill Desautels Faculty of Management
2019 |
| ◆ Diplôme d'études secondaires de l'Ontario
École secondaire catholique Embrun
1999 | |

COMMUNITY INVOLVEMENT

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| ◆ Scouts Canada – Contact Scouter (Beavers)
2021-Present | ◆ Windermere Aquatic Club – Web Support
2017-2021 |
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