

# Rommil Santiago (he/him)

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## Recognition

**2023 Top 14 CRO Newsletters**  
Convert

**2022 Top 56**  
**A/B testing influencers**  
Kameleoon

**2021 Community Award**  
Experimentation Culture Awards

**2021 Top 100**  
**A/B testing influencers**  
Kameleoon

**2018 Thumbs-up Award (x2)**  
500px

**2014 Golden Hammer for Innovation Award**  
Autodesk

**2012 Golden Hammer for Innovation Award**  
Autodesk

**2011 Worldwide Marketing Superstar Award**  
Autodesk

**2010 Unity Award**  
Bell Canada

## Experience

### Product Management Lead - Growth Product

Loblaw Digital, February 2021 - Present

- Leading leading teams that own the strategy, unlock capabilities, and facilitate cross-function alignment for the following domains: Product-Led Growth, SEO, Experimentation, and Data Infrastructure.
- Transitioning Loblaw Digital's Marketing-Led Growth focus towards a Product-Led one to achieve more efficiency and scale.
- Key outcomes: enabling cross-channel and cross-LOB LTV measurement, increasing organic traffic by 35% through technical SEO, introducing Bayesian inference approaches, and enabling Product teams to self-serve their Experimentation needs.
- Leading foundational work around definition of North Star metrics, key audiences, and marketing position to effectively redesign onboarding and growth loops.

### Sr. Product Manager - Experimentation and Personalization

Loblaw Digital, June 2019 - February 2021

- Hired to stand up an Experimentation Center of Excellence and build an experimentation-culture.
- Made experiment-led product development and evidence-based decision-making the way of working by establishing processes, removing barriers, and champion change.
- Increased profitability by uncovering >\$110M in sales / averted loss.

### Founder

Experiment Nation, November 2019 - Present

- Founded and grew Experiment Nation (ExperimentNation.com) from a small blog to an award-winning international community of 2.5K strong by producing interviews, podcasts, international conferences, and industry reports in multiple languages.

## Education

### MBA

Concordia University  
2011

### Digital Analytics

University of British Columbia  
2009

### B.Eng. (Mechanical)

McGill University  
1999

## Product Manager - Customer Engagement

Ritual, December 2018 - June 2019

- Owned Ritual's Loyalty Program, Marketing Automation, Internationalization, Promotion, and Recommendation products.
- Accelerated activation by 3X and realized 30% CAC savings by launching a consumer- and merchant-facing promotional feature.

## Growth Manager

Ritual, October 2018 - December 2018

- Developed strategies to improve Lifecycle email performance.

## Director - Brand, Growth, Customer Support, and Product

500px, April 2017 - July 2018

- Hired to reverse years of user-churn with less than 6 month's worth of runway. Ultimately lead a data-driven product strategy that generated new revenue streams, and hockey-stick user growth that got 500px acquired.
- Built and led Growth, Brand, Product Management, Product Operations, and Customer Support Teams - representing over a third of the company.
- Led the redefinition of 500px's vision, mission, brand, and values.
- Accountable for annual product and monetization strategy.

## Sr. Manager - Growth (Product-Led)

theScore, September 2016 - April 2017

- As the head of growth, I lead a cross-functional team through high-tempo, cross-platform testing, and exploration of new channels.
- Increased retention, and app store rating through onboarding optimization.

## Product Manager - Growth and Acquisition

Flipp, March 2016 - August 2016

- Managed all growth and ad tech products (>50% of company revenue) and launched a server-side A/B testing platform.
- Launched a new ad format that generated \$300K in under a quarter.

## Skills

Experimentation and A/B Testing

Conversion Rate Optimization

Product Management

Marketing

Product-Led Growth

Mentoring/Coaching

Cross-functional collaboration

## Consumer Growth and Channel Development Executive

Autodesk, April 2014 - December 2015

- Hired to unify teams located in 5 countries, across 3 timezones, with clashing perspectives and goals to prove the value of a new consumer-focused division.
- Led Product-Led growth for 2 freemium multi-platform product lines, established a referral program, and led conversion rate optimization efforts that materially increased signups and monthly revenue.

## Sr. Marketing and Product Manager - eStore

Autodesk, May 2012 - April 2014

- Crushed revenue targets by launching new revenue streams, and product features that helped optimize marketing at scale.
- Oversaw the eStore expansion to Brazil.

## Marketing Manager - eStore

Autodesk, January 2011 - May 2012

- Hired to do what it takes to spark a growth-mindset culture.
- Helped launch Autodesk's direct-to-customer eStore and crushed revenue projections.
- Established and lead A/B testing and helped lead eCommerce analytics implementation.

## eCommerce Instructor (Part-time)

McGill University, January 2011 - December 2011

- Taught a graduate course on eCommerce optimization.

## Web Analytics and Optimization Consultant

Bell Canada, April 2009 - December 2010

- Stood up Landing Page Optimization and Social Media moderation services for Bell's enterprise-clients.

## Fun facts

Followed by Barack Obama and Sarah Cooper on Twitter (likely by accident).

Conceived and launched Montreal's first-ever Design-A-Thon, a 36-hour charity event.

Web design work has been recognized in 2 books and 2 education industry awards.

Helped design a hand dryer, motorized bed, soap dispenser, and spaghetti cooker.

## Web Designer

Concordia University, October 2004 - April 2009

- Won several awards for academic websites.
- Introduced user research, accessibility, an in-house CMS, and analytics to the dozens of web teams across the university.

## Founder

Tokoro Media, March 2004 - August 2006

- Founded a creative agency and online magazine focused on Montreal's artist community
- Held Montreal's first 36-hour design marathon for charity which invited dozens of local web professionals to donate their time to worthy causes.

## Aircraft System Specialist

CAE, January 2001 - January 2004

- Developed FAA-complaint code for flight simulators that simulated pressurization, fire, and oxygen systems.

## Mechanical Engineer

PaCoSy, January 2000 - January 2001

- Designed vending machines, soap dispensers, automatic beds and hand-dryers for American Standard and other companies.