

KENNETH NG

PRODUCT LEADER | GROWTH • MONETIZATION • PLATFORM

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EXECUTIVE PROFILE

Product leader with **13+ years** building, scaling, and turning around digital businesses across fintech, banking, crypto, AI/SaaS, and media. Lead multi-pod product organizations across **growth and platform**, translating strategy into measurable improvements in acquisition, activation, retention, monetization, and new business.

SELECTED LEADERSHIP IMPACT

- **Growth & retention:** reversed an 8.65% conversion decline at KOHO, increasing registration-to-AFA conversion from **26% to 36% (+38% relative)**; reduced monthly churn from **2.85% to 2.39% within 100 days**.
- **Monetization & scale:** delivered a **\$105K interchange revenue beat**, nearly **3x interest-product conversion**, **70% YoY organic signup growth**, **90% infrastructure cost reduction**, and **\$5M+ revenue impact** across prior roles.

LEADERSHIP & DOMAIN EXPERTISE Growth Strategy | Product Org Design | Monetization & Retention | Payments | 0-to-1 Products | AI & Data | GTM

PROFESSIONAL EXPERIENCE

KOHO | Toronto

Jan 2026 - Present

Group Product Manager, Growth & New Business

- Lead **3 product pods across Growth and Platform** - 2 Growth pods and 1 Platform pod - owning strategy and execution across acquisition, activation, retention, monetization, and core customer experiences.
- Restructured the Growth organization and reset pod strategy within **45 days**, establishing clearer ownership, metrics, experimentation cadence, and accountability around company growth priorities.
- **Turned around KOHO's core registration-to-AFA funnel** after a redesign drove an 8.65% conversion decline, increasing conversion from **26% to 36% (+10pp / +38% relative)**.
- **Reduced monthly churn from 2.85% to 2.39% within 100 days**, outperforming the 2.50% target; delivered a **\$105K interchange revenue beat** and increased spend/AFA by **\$33 (+5%) MoM**.
- **Nearly tripled conversion into KOHO's interest-earning experience from 20% to 59.5%** by redesigning onboarding and deferring SIN collection until later in the customer journey; delivered **\$46K in interest revenue within two weeks, 9% above forecast**.
- **Renegotiated a strategic vendor contract from \$85K to \$65K (~24% savings)** while securing additional capabilities to improve product-development processes and outcomes.

ODAIA | Toronto

Jan 2024 - Jan 2026

Group Product Manager | Promoted from Senior Product Manager in Apr 2025

AI-powered commercial analytics platform serving global life-sciences organizations.

- **Led 3 application product pods** responsible for ODAIA's customer-facing AI platform, setting product strategy, priorities, roadmaps, and execution across multiple enterprise initiatives.
- Took an AI-powered commercial product from concept through product strategy, development, and GTM, moving from no sales in its first 10 months to **2 enterprise clients onboarded and 5 additional clients in the sales pipeline**.
- Demonstrated a **20% improvement in sales-force efficiency** and developed onboarding strategies that enabled an AI product to scale from **1 user to 1,000 users**.
- Reduced compute costs for a major analytics capability by **50% within the first 30 days** through usage analysis and product optimization.

Bitbuy / WonderFi | Toronto

Nov 2021 - Jan 2024

Director of Product, Data & Payments | *Promoted from Senior Product Manager in Aug 2022*

- Restructured digital acquisition strategy, analytics, and supporting product experiences to generate **70% YoY growth in organic search signups**.
- Launched a new revenue stream contributing approximately **10% incremental monthly company earnings**, navigating product strategy, execution, and regulatory approvals.
- Led modernization of data infrastructure, **reducing infrastructure costs by 90% while tripling workload capacity and productivity**.
- Led the first major expansion of Bitbuy's payment capabilities in four years, launching **3 new payment channels** and making Bitbuy the first Canadian crypto exchange to support Apple Pay; **increased card-funding attempts 2.3x**.

Clearco | Toronto

Apr 2021 - Nov 2021

Senior Product Manager

Fintech platform providing non-dilutive funding and money movement for startups.

- Led cross-functional product teams responsible for money movement infrastructure supporting **1M+ transactions, \$1B USD sent, and \$700M USD received**.
- Renegotiated strategic vendor agreements, generating **\$1M+ in incremental revenue and a 20% revenue improvement**; also launched a new financial offering for founders and led Clearco's design system initiative.

Ratehub | Toronto

Oct 2018 - Apr 2021

Senior Product Manager

Canadian mortgage marketplace and brokerage with \$11B+ in mortgages funded.

- Increased conversion by **40%** in Ratehub's core mortgage lead-generation funnel by leading cross-functional product, design, engineering, QA, and analytics teams.
- Improved lead-to-close conversion by **10%** through digital workflow and operational improvements, generating **more than \$5M in revenue**.

Bank of Montreal | Toronto

Aug 2017 - Oct 2018

Senior Product Manager

- Led product strategy for mobile and connected-device experiences within Wealth Management, aligning stakeholders from working teams through VP-level leadership; redesigned password recovery to **reduce related call-centre volume by 50% within one week**.

Symbility Intersect | Toronto

Apr 2016 - Jul 2017

Product Manager

- Led cross-functional digital product teams across iOS, Android, web, and API platforms while advising clients on product and digital strategy; helped grow revenue from managed client relationships by **3x**.

Bell Media | Toronto

Nov 2013 - Apr 2016

Product Manager

- Managed major Canadian consumer digital products including TSN, Crave, CTV News, Discovery, CTV, and CP24 across mobile, web, connected TV, and emerging platforms.
- Partnered with Google to make Bell Media the **first Canadian broadcast partner to launch Chromecast support**; managed strategic relationships with Apple and Google for products serving millions of daily page views.

INDUSTRY LEADERSHIP

BrainStation | Toronto

Nov 2023 - Nov 2025

Lead Instructor, Product Management

- Teach product management to professional cohorts online and at BrainStation's Toronto campus, maintaining **90%+ instructor ratings**; coach PMs on strategy, execution, and career progression.

Toronto Product Management Association | Toronto

Apr 2020 - Present

Product Management Mentor

- Mentor product professionals across career stages on product strategy, leadership, execution, and career development.

EDUCATION

Bachelor of Applied Sciences | University of Toronto, Toronto | 2010