

Lisa Cardinal

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📍 [London ON, Canada](#)

Visionary technology leader with proven track record in B2C, B2B, e-commerce, and SaaS in industries such as AI, blockchain, NFT, music, fitness, charity, and automotive. Adept in cultivating growth-oriented partnerships, collaborating with C-Suite executives, and leading teams of 5-20 individuals to deliver multi-million-dollar revenue through meticulously crafted product roadmaps.

WORK EXPERIENCE

Invisible Technologies Inc.

Product Manager, May 2023-Present

- Launched Invisible's updated client-facing portal: ran client discovery sessions, documented requirements, wrote user stories and JIRA tickets in partnership with Engineering.
- Migrated over 50 clients and led product marketing functions including producing product videos, client newsletters, and Help & Support client resources.
- Produced and hosted an internal Product Podcast to share with Invisible's team of +2,000 staff.

RCRDSHP (pronounced 'record shop')

Product Manager & Marketing Director, Mar 2022-May 2023

- Promoted to take more responsibility within Marketing and Product, defining and tracking KPIs, and introduced Agile methodologies with multi-national developers to enhance the product's core features.
- Lead product development of new features: Created prototypes, user stories, and documentation.
- Developed go-to-market plans for release of new features and product upgrades for 90,000 users.
- Strategized with artists to create marketing campaigns to educate and sell blockchain-enabled music technology (NFTs) to their fans, increasing their sales by 40%.

Manager of Digital Engagement & Community, Nov 2021-May 2023

- Developed programming to highlight RCRDSHP and its artists, staff, and community members.
- Lead activations & engagements which increased sales by 22% and achieved Twitch Affiliate status.
- Established a communication strategy for RCRDSHP's community of 80,000 collectors and developed content via Newsletter and social media channels.

GoodLife Kids Foundation

MOVE by GoodLife Kids Program Director, Jan 2020-Nov 2021

- At GoodLife's charity, GoodLife Kids Foundation, developed the vision and rollout strategy for a national online fitness program for youth with intellectual disabilities or autism: MOVE by GoodLife Kids.
- Launched 20 fitness programs in 2021, getting over 100 kids active, and hired and managed a team of 20 Coaches and Support Agents.

Project Highlight: Using Design Thinking to Shape the Participant Experience

click the header to see it in action

- Employed a Design Thinking approach to create and refine the ideal participant experience, despite having limited prior experience working with individuals with disabilities. Started by building empathy through research into systemic barriers faced by this demographic—initially through in-person visits and later, amid the pandemic, through seeking content created by individuals with disabilities. Identified thematic problems, ideated solutions, and confirmed or modified solutions through comprehensive interviews with families and other organizations serving this population.
 - Recruited and trained the Coaching team, and empowered them to take ownership of their class experiences. Feedback from participating families and Coaches following the initial prototype classes was diligently collected, leading to iterative improvements in the program structure.
 - An intentional initiative was taken to exclusively hire individuals with disabilities as Support Agents for the program. These agents played a pivotal role in managing technical aspects while also serving as inspiring figures for the youth within the program.
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WORK EXPERIENCE CONT'D

GoodLife Fitness

Sr Product Owner & Business Analyst, Aug 2016-Jan 2020

- Promoted in 2018 to manage a team of 5 Business Analysts: providing guidance with planning, analysis, best practices, and problem-solving.
- Launched GoodLife's e-commerce B2C platform, selling corporate discounts to 40% of GoodLife's 1 million members, integrating with a newly purchased ERP.
- Acted as Product Owner in an Agile environment using JIRA/Confluence to document processes, refine requirements, write Epics, User Stories, and manage team backlog.

Project Highlight: GoodLife Fitness B2C E-Commerce Site for Corporate Discounts

- 👉 • Dedicated effort toward understanding, documenting, and prioritizing customer pain points and use cases. Collaborated closely with the development team and facilitated the creation of user stories, prioritizing the backlog, and delivering a prototype. At retrospective sessions, revisited the product vision document to ensure alignment with overarching objectives, preventing potential limitations in implementation and ensuring the fulfillment of commitments made.

The Minery Ltd.

Business Operations Manager, Aug 2015-Jul 2016

- Prepared budgets, submit invoices, and reported on profitability; increased billings to clients by 10%.
- Identified and implemented internal processes and training.
- Liaised with external counsel to negotiate agreements and contracts.

Project Manager, Aug 2013-Aug 2015

- Managed the client relationship & supervised a team of 5 staff.
- Became a subject matter expert on the SaaS product and worked with the development team to enhance the product per client requirements, leading to increased VoC of 15%.

EDUCATION

Western University 2011-2012

B.Ed. Intermediate / Senior, Theatre & French

York University 2007-2011

B.A. Honours Specialization, Theatre & French Studies

LANGUAGES

•••• English
•••• French

VOLUNTEERING

London Theatre Community, General Volunteer

- Board Member, Musical Theatre Productions: Secretary and Director of Equity, Diversity & Inclusion (2023-pres).
- Lighting Designer (2021-pres).
- Stage Manager (2012-pres).

Piccadilly Area Neighbourhood Association, Social Media

- 2020-pres: Manage the social media accounts of neighbourhood association, coordinating posts and assist with event planning.

Black Lives Matter London, General Volunteer

- 2020-21: BLM London survey: Wrote the survey questions, set up the survey technology, and assisted with final report.

SKILLS

Agile Product Management
Team Leadership
Technical Acumen
Strategy Development
Stakeholder Collaboration
Risk Management
Vendor Management
Change Management
