Jeff Cao

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WORK EXPERIENCE

Product Owner, Data Automation, Architecture, and A.I Pod　　　　　　　　**April 2025 – Present**
Canada Goose Holdings Inc.　　　　　　　　　　　　　　　　　　　　　　　　　　*Toronto, ON*
- Sole Product Owner across two scrum teams: Data Engineering, and Systems Integration - driving end-to-end delivery of enterprise data initiatives that enabled scalable data pipelines, advanced analytics, and seamless integration of cross-functional systems for business stakeholders.
- Owned and prioritized the unified data roadmap for the organization, balancing production bug resolutions, data infrastructure enhancements, and new business requests across multiple departments, ensuring alignment between strategic objectives and technical execution for all data-related initiatives, leading to a 25% improvement in delivery velocity and faster turnaround for business-critical data requests.

Product Owner, OneView Team　　　　　　　　　　　　　　　　　　**July 2023 – Mar 2025**
Bell Mobility Inc.　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Mississauga, ON*
- Supervised the Launch of eSIM as Primary initiative as part of Bell monthly release, primarily responsible for the Hardware Upgrade flow. Clarified missing requirements and delegated appropriate actions to team, then performing 50+ test cases in various environments to ensure all scenarios were met resulting in a seamless release, and ultimately leading to an eSIM adoption rate of 50% for retail stores
- Managed and led scrum team specializing in residential solutions (Internet, TV, Home phone) on OneView, the software that is used by thousands of Bell and Virgin Store and Kiosks across Canada, leading to a 20% quicker quote creation compared to using the pre-existing software

Business Analyst/Project Manager　　　　　　　　　　　　**September 2021 – March 2023**
Foxquilt Insurance Services Inc.　　　　　　　　　　　　　　　　　　　　　　　*Toronto, ON*
- Launched Foxquilt's first Workers' Compensation product in the U.S. via AmTrust partnership—expanding into 46 states and driving a 20% increase in policies sold—while leading QA collaboration, prioritizing user feedback, and managing weekly feature releases with 100% on-time production deployments for one year.

PROJECTS

AI Golf Caddy (RAG + LLM)
Web app: http://golf-ai.streamlit.app/
- Developed and deployed an AI agent leveraging a Retrieval-Augmented Generation (RAG) architecture with in-context LLM prompting to deliver personalized, hole-by-hole golf strategies based on course characteristics and player skill level.

Product Case Study - Driving Range Ball Allocation
Case study: https://surl.li/ovahim/
- Designed and launched an AI-assisted web app that generates goal-based driving range practice plans by allocating shot types, leveraging LLMs for market research, feature prioritization, UX design, testing strategy, and rapid product iteration.

SKILLS

AL/ML Knowledge: LLMs, RAG, Prompt Engineering, Evaluation Methods, AI Product Design, ML Lifecycle, Data Labeling, Model Performance Metrics
Product: Product Strategy, Roadmapping, Agile, Experimentation, Metrics (A/B Testing, KPI Definition), Stakeholder Management
Technical: SQL, Python, APIs, Data Pipelines, Data Warehousing, Observability

EDUCATION

University of Toronto　　　　　　　　　　　　　　　　　　　　　　　　　　**2017 – 2021**
Honor's Bachelor of Science, Statistics, Statistical Machine Learning and Data Science
- **Relevant Courses:** Introduction to Machine Learning and Data Mining, Multivariate Analysis, Advanced Machine Learning and Data Mining, Analysis of Big Data, Software Design, Introduction to Databases and Web Applications, Design and Analysis of Data Structures