

David Guthrie

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SUMMARY

Strategic SaaS Operations & Product Leader with a proven track record of aligning teams, streamlining workflows, and driving company-wide initiatives. Known for bridging strategy and execution through automation, data insights, and cross-functional collaboration. Certified PMP with a strong background in product management, customer experience, and business optimization.

PROFESSIONAL EXPERIENCE

Property Control — Various Roles

Toronto, ON | March 2021 – Present

Senior Product Manager | Nov 2025 – Present

- Lead cross-functional product squad execution, delivering roadmap priorities tied to company objectives.
- Define requirements, refine scope, and partner with engineering to ensure timely, high-quality releases.
- Align product direction across squads through weekly planning, shared insights, and joint strategy reviews.

Interim Director of Product Management | Jun 2025 – Nov 2025

- Directed product strategy through a leadership transition, preserving momentum and continuity.
- Elevated product planning discipline by tightening prioritization, setting clearer expectations, and standardizing delivery workflows.
- Collaborated with the CEO and Directors to align product outcomes with company-level goals.

Operations Manager | Jan 2025 – Jun 2025

- Implemented SOPs, automations, and cross-team workflows that reduced manual effort and improved operational consistency.
- Built KPI dashboards and reporting systems adopted by leadership for forecasting and decision-making.
- Drove rebranding and product modernization projects, securing alignment and approvals from executive leadership.

Product Manager | Nov 2022 – Jan 2025

- Translated customer needs and internal feedback into requirements, user stories, and refined product backlog items.
- Guided Agile ceremonies (sprint planning, stand-ups, retros) to maintain predictable team velocity and reduce delivery blockers.
- Championed UX improvements by synthesizing insights from Support, Success, Sales, and Onboarding.

Customer Engagement & Activation | Mar 2021 – Nov 2022

- Designed and launched engagement campaigns that increased upsell opportunities and customer participation.
- Improved onboarding workflows and reduced activation time by optimizing processes and communication touchpoints.

My Selftape App — Operations Manager

Toronto, ON | May 2017 – March 2021

- Achieved 47% year-over-year usage growth, surpassing set objectives.
- Increased yearly sales by 42% through strategic social media campaigns.
- Secured approximately 20K registered users through targeted marketing efforts.

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Casting Central Inc. — Various Roles

Toronto, ON | October 2007 – May 2017

- Delivered operational, project, and studio-launch initiatives across multiple roles, improving workflows, expanding services, and strengthening overall business performance.
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CERTIFICATION & EDUCATION

Project Management Professional (PMP), Project Management Institute (PMI)

Bachelor of Commerce – Law & Business Major, Ryerson University, Toronto, ON

Advanced Diploma – Business Administration – Marketing, George Brown College, Toronto, ON

TECHNICAL PROFICIENCIES

Project Management Tools: Jira, Confluence, Todoist, Trello, Asana, Process Street.

CRM & Customer Tools: Salesforce, Pardot, Freshdesk.

Office & Productivity: Microsoft Office Suite (Excel, Word, Outlook), Google Workspace.

Design & Media: Adobe Photoshop; basic graphic/website design tools.

FREELANCE EXPERIENCE

Customer Service & F&B: 15+ years in hospitality and customer-facing roles.

Film & TV: 10+ years of on-camera experience.

Casting & Consulting: Associate, Jules Casting (4 yrs); Consultant, Aids Free World (3 yrs); Assistant, Lewis Kay Casting (3 yrs); Graphic/Web Design, LB Acting Studio (3 yrs).