

Simon Austin

Waterloo, ON Canada

simon@kremental.com

www.linkedin.com/simongaustin

Results-focused Digital Product and Marketing Leader with over 15 years of experience

shaping and executing high-impact web strategies that drive measurable business growth in B2B and B2B2C sales funnels. Repeated history of developing multidisciplinary teams to deliver exceptional results across SEO, UX/UI design, analytics, web development and project management.

KEY EXPERTISE

- Web Strategy
- Product Management
- Marketing Experimentation
- Team leadership / Coaching
- Technical Project Management
- Digital Analytics
- UX / UI Design
- Web Development

WORK EXPERIENCE

SUN LIFE

December 2015 – Present

[Director, Public Web – Jul 2019 – Present](#) | Waterloo, ON / Remote

[Director, Digital Optimization – Jun 2017 – Jul 2019](#) | Waterloo, ON

[Director, Project Management – Dec 2015 – Jun 2017](#) | Waterloo, ON

Building on my deep analytics and web development expertise, I led and built multi-disciplinary teams to deliver millions of dollars of recurring value for Sun Life via our web strategy.

Key accomplishments

- Led a team of 16 project managers and business analysts on a multi-year initiative to implement a Next Best Action decision engine, seamlessly integrating it into websites, the mobile app, and call center. Delivered the project on time, within scope, and on budget.
- After moving from Project Management into Digital Optimization, I scaled a team of 2 running successful pilots to a team of 30 that took over accountability for overall web strategy, UX, SEO, web development and operations for the global flagship website.
- After taking over sunlife.ca, I transformed it to be the single largest source of Retail leads for Sun Life through analysis of opportunities, SEO content creation, Paid Media optimization, conversion rate optimization, UX improvements, site re-architecture and de-prioritization of tactics that weren't performing.
- Grew Wealth Deposits by \$120m/year (+160%) and insurance sales by \$7m/year (+130%) through B2B2C leads and Direct sales generated on sunlife.ca
- Integrated Machine Learning into our sales funnels, increasing sales by 8% by guiding prospects towards advisors most likely to close the sale.
- Achieved 100% positive ratings on manager ratings surveys for both my direct team and my team of teams for several straight quarters

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BLACKBERRY

March 2007 – December 2015

Senior Manager, Marketing Automation & Analytics – Jul 2014 – Dec 2015 | Waterloo, ON

Manager, Digital Analytics – May 2010 – Jul 2014 | Waterloo, ON

Team Lead, Digital Analytics – Jan 2009 – May 2010 | Waterloo, ON

Sr. Digital Marketing Analyst – Jul 2007 – Jan 2009 | Waterloo, ON

Digital Marketing Analyst – Mar 2007 – Jul 2007 | Waterloo, ON

Developed and grew the Digital Analytics practice at BlackBerry from a solo practitioner to a team of 5. Expanded scope from managing Digital Analytics to managing the global websites B2B digital sales funnel, B2C and B2B email deployments, SEO and SEM.

Key accomplishments:

- Designed and managed an automated lead nurturing process for enterprise software prospects, tracking downloads, installations, and usage to deliver targeted email campaigns that guided users through the sales journey; transitioned qualified leads to Salesforce for personalized outreach by the sales team
- Led web analytics, paid media analytics, social media analytics and business analytics teams delivering reporting and insights to optimize marketing efforts
- Developed marketing measurement models to understand the impact BlackBerry's B2C marketing was having in our B2B2C business.
- Stepped back into web development and database work as needed when key engineers left the organization
- Led SEO efforts for North America and implemented global SEO guidelines and training for APAC and EMEA teams, scaling the success of the US and Canada markets

PREVIOUS WORK EXPERIENCE

Database/Digital Analyst at Deluxe Corporation, 2005 – 2007

Web Developer at Openflows, 2002 – 2005

EDUCATION

Bachelor of Science in Physics, Computer Science Minor | University of Waterloo, 2002

ONLINE PRESENCE

Website: <https://simonaustin.net>

GitHub: <https://github.com/seetheday/>