Kimia Barkam

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WORK EXPERIENCE

Product Manager II   August 2021 - December 2023
TELUS Communications

- Launched **Disney+ on Optik TV**, leading cross-functional **team of ~150** across Engineering, UX/UI, Go-to-Market, Marketing, external vendors, etc. from **conception to launch** exceeding monthly stretch goal of **5,000 activations** in the first week on e-commerce billing
- Boosted Play Store ratings by **2.1 points** by **end-to-end** rebuilding of the TELUS TV+ apps (**mobile, Android TV, web**) used by **2M+ users**. Drove product strategy, **building product roadmaps** using competitive data analysis to research, build user requirements and prioritize features
- Saved ~**20% in OPEX** by building Pik app in-house, gaining approvals by delivering data-driven **technical presentations** to senior leadership, aligning stakeholders with business plans and operational metrics
- Mitigated launch risks with **contingency plans** to secure **VP approvals**, collaborating with partners like **Disney and Apple**
- Collaborated with Marketing, Call Center, and Legal teams, including Director of Content Partnerships, to align launch **messaging for advertisements,** agent content, and **contract terms** for Disney+ integration, driving record-breaking activations

Product Manager   February 2020 - August 2021
TELUS Communications

- Improved click-through rates by **15%** by launching **NHL, NFL**, Christmas apps on Optik TV Set-Top-Box**,** defining **KPIs** to measure success against business strategy, **testing features**, and **iterating** based on real-time data and **user acceptance testing**
- Automated **Apple TV** registration workflows by implementing Apple DEP with Zero Sign-On, reducing manual effort and decreasing support tickets by **25%**. Collaborated with the Apple TV team in **process redesign** and system integration
- Developed a cross-functional **Go-to-Market Playbook** for Product team, reducing annual app launch time by **50%** down to 6 weeks by streamlining coordination with Engineering, Marketing, Sales, Call Center, Finance, and Legal
- Led **agile delivery** through the product lifecycle by leading **global stand-ups, sprint planning**, backlog grooming, and bug triage driving KPI improvements such as ARPU and churn rate
- Owned quarterly forecasting and **vendor management**, managing budgets of **$1M+** across internal resources and external vendor contracts to ensure alignment with OKRs, SLAs, and go-to-market timelines

Case Management Officer | Interpreter Recruiter and Scheduler   July 2018 - February 2020
Immigration & Refugee Board

- Led **cross-functional coordination** for immigration hearings by resolving scheduling and operational issues for 60 interpreters weekly, ensuring seamless service delivery under tight deadlines and dynamic conditions
- Optimized interpreter onboarding and **contract management processes**, recruiting 50 qualified interpreters and overseeing 40+ monthly contract and security renewals, resulting in improved service availability and operational continuity
- Managed **end-to-end case analysis** and documentation for Immigration Appeal Division cases, applying independent problem-solving and time management to ensure accurate, timely decisions aligned with legal and procedural standards

Communications Intern - PMO   June 2017 - August 2017
DHL

- Led **cross-functional collaboration** with the marketing team and advertising partner to **launch** a smooth enterprise system rollout, applying **change management strategies** to ensure executive buy-in and a seamless adoption experience
- Enabled executive decision-making for a high-impact strategic initiative by **analyzing workforce data from 500,000** global employees, delivering actionable insights through advanced Excel models under strict confidentiality
- Boosted adoption and reduced onboarding friction by creating tailored training resources for end-users of a new compensation platform and SAP interface, aligning tools with user needs to improve engagement and efficiency

EDUCATION

Master of Science - Business Analytics (Part-Time Evening Program)   December 2025
Santa Clara University - Leavey School of Business   Santa Clara, CA

- **Courses:** Machine Learning with Python, Cloud Computing Architecture, DS with Python, DBMS with SQL, Tableau
- **Predictive Modeling Project:** Predicting Data Scientist Job Change using Machine Learning Classifiers and Python - link
- **Cisco Practicum:** Analyzed RMA dataset using Python and Tableau to uncover multi-million dollar cost-savings

Bachelor of Commerce - Business Technology Management   May 2018
University of British Columbia - Sauder School of Business   Vancouver, BC

SKILLS

- **Coding & Analytics Tools:** Python, SQL, R, Excel, Sheets, Tableau, XML, machine learning, exploratory data analysis
- **Product Analytics:** Data-driven product roadmap creation, KPI alignment, user behavior analysis, user research
- **Project Management Skills:** Jira, Trello, Slack, sprint-planning, data analysis, data visualization, stakeholder communication