

# MAX HADLEY

A global-minded leader who strives in high-paced environments requiring adaptability, problem solving, and effective communication.

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SKILLS | Market Analysis | Product Development | Project Management | Stakeholder Management | Ethnographic Research | Presenting

## PROFESSIONAL EXPERIENCE

### Associate Manager Product Development | *Canadian Tire – Li-Ion Products*

Aug 2023 – Present | Toronto, Canada

- Program manager for Canadian Tire’s Li-ion 20V Battery platform. Youngest ever to be promoted on the product development team.
- Responsible for product development, program road mapping, and reporting program health to senior management for a development portfolio valued at \$33M annual revenue.
- Regularly lead meetings with cross-functional teams in Canada and China including but not limited to QA, brand, merchandising, sourcing, packaging, legal, and vendors.
- Team expert in pulling from large data sets used to drive decisions and developed PowerBI dashboards for reporting & analysis.
- Successfully developed products through conducting market sizing, competitor research, managing project financials, defining technical product specifications & reliability testing criteria, build prototype & test fixture, iterative design, user testing, root cause analysis, and effective internal & external stakeholder management.
- Repeatedly develop solutions to ambiguous problems with the business’ core KPIs top of mind: cost, schedules, and product quality.

### Product Development Automotive Lead Engineer | *Canadian Tire – Automotive Products*

Nov 2021 – Aug 2023 | Toronto, Canada

- Lead engineer for all non-chemical products under the Automotive Product Development portfolio.
- Product manager for products valued at \$21M annual revenue.
- Independently developed, pitched, and actioned category roadmap plans (Li-ion Power Station & Solar Panel: \$14M, Tarps & Cord: \$4M). My approach for building category strategies has been adopted as the gold standard process by the team.
- Independently developed the strategy to enter the EV charging market and pitched it to cross functional SVPs and VPs. All teams were aligned to the plan and have actioned its execution.
- Implemented a product development wiki to assist with onboarding and elevate the team’s efficiency & quality of work.

### Product Development Engineer Intern | *Spin Master - Children's Toys*

Jun 2019 – Jul 2020 | Toronto, Canada

- Oversaw and collaborated in product concept generation, design management, prototype testing, sample development, estimated and final cost management, manufacturing design, packaging schedules, and supply chain alignment to uphold project quality and timeline.
- Simultaneously managed over 40 projects at a time, regularly leading coordination, and meetings with overseas and domestic product teams, which resulted in products made to cost, specification, and on time for 90% of my projects (company average at 50%).

### Consultant Intern | *Konrad Group - Web and App Solutions*

May 2018 – Aug 2018 | Toronto, Canada

- Collaborated in agile teams leveraging programs such as Jira and Confluence.

### Engineer Intern | *Bouygue Construction – Construction in Asia*

May 2017 – Aug 2017 | Hong Kong

## EXTRACURRICULAR EXPERIENCE

### Product Owner | *Mary Pal Designs*

Jan 2021 – Jun 2021

Developed a Shopify storefront for a local Toronto artist to improve brand awareness. The site converted 30% of users to engage with her collection from the homepage.

### Project Manager | *University of Toronto Hyperloop Team*

Sep 2020 – Apr 2021

### Mechanical Engineer | *University of Toronto ARAV Capstone*

Sep 2020 – Apr 2021

## EDUCATION

### University of Toronto

Mechanical Engineering, B.A.Sc.

2016 – 2021

### Udemy

The Complete SQL Bootcamp

2021

## LANGUAGES

**English** | Fluent

**French** | Conversational

**Mandarin** | Conversational

**Cantonese** | Limited