At Loblaw Digital, we know that our customers expect the best from us. Whether that means building the best, most innovative online shopping experience, or designing an app that will impact the lives of people across the country, we're up for the challenge. From our office in Downtown Toronto, we've created leading eCommerce experiences in the online grocery shopping, beauty, pharmacy, and apparel spaces, and we're only just getting started.

Why is this role important?
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As **Senior Product Manager, Personalization and Experimentation**, you will have the opportunity to work across the organization, to support bringing personalized experiences and validated products and services to our customers across our various lines of business. In close collaboration with product, trading, merchandising, growth, marketing intelligence, research, analytics, and data science teams, you will help stakeholders define, execute, and evaluate experimentation and personalization strategies that deliver value to our customers. You will play a key role in further developing world-class experimentation and personalization practices and ensuring their success.

What you'll do

- You'll play a leading role in guiding Loblaw Digital along its personalization and experimentation learning curves and implement personalization and experimentation workflows and best practices.
- Be an expert internal consultant in personalization / experimentation and related tools, proactively identifying and resolving personalization / experimentation issues to ensure activities run with minimal issues.
- Lead, aligning, and successfully negotiating with teams in developing and clearly communicating personalization / experimentation strategies and roadmaps.
- Lead Product Managers, Merchandisers, Marketers, Operations specialists in making evidence-based decisions by helping them craft sound hypotheses, setting up their experiments and personalized activities, and interpreting experiment results.
- Drive cross-functional activities that maximize Loblaw Digital's learning-velocity by ensuring learnings are well-documented and shared broadly as well as identifying and proactively acting on larger themes across activities.
- Mentor junior members of the team as needed.

Does this sound like you?

- At least 2 years of Personalization experience - ideally with knowledge of segmentation and Machine Learning approaches to Personalization across various channels.

- At least 1 year of Experimentation experience
- At least 2 years of experience with of agile (scrum/kanban)
- Solid understanding of Statistics as it pertains to Experimentation
- Ability to work independently and sift through ambiguity
- Strong attention to detail and project management skills
- Excellent communication skills across various technical and non-technical roles and tailored to peers and execs
- Passion for helping/consulting teams with solid stakeholder management skills
- Solid understanding of lean startup
- Solid understanding of Adobe Analytics, Google Analytics, or similar analytics tools
- Over 3 years in a product management role
- Experience with Adobe DX products (Analytics, Target, Audience Manager) is a definite asset.
- You believe that end-to-end personalization is key to increasing customer engagement and satisfaction.
- You believe that iterative experimentation is a core pillar of how you approach product development – aka you aren't happy unless you're learning.
- You have strong communication and stakeholder management skills that help you easily build relationships.
- You have a customer-first philosophy to building products, leveraging research and data paired with empathy to build experiences that create customer stickiness
- You have an entrepreneurial spirit, a product skill set and are willing to roll up your sleeves to get the job done .
- You've got a growth mindset – you know there's always a better way to do things and are willing to disrupt yourself or the status quo
- You have been part of large, cross functional teams that are working to solve complex problems and build products for millions of Canadians (both customers and colleagues)

How you'll succeed

At Loblaw Digital, we seek great people to continually strengthen our culture. We believe great people model our values, are authentic, build trust and make connections. We're able to keep innovating because our colleagues are passionate about their work and excited about the future of eCommerce.

You will get to work with some of the best digital minds and will have the support of world class technologies to craft products our customers will love!

Loblaw Digital recognizes Canada's diversity as a source of national pride and strength. We have made it a priority to reflect our nation's evolving diversity in the products we sell, the people we hire, and the culture we create in our organization. Accommodation is available upon request for applicants with disabilities in the recruitment and assessment process and when hired.

In addition, we believe that compliance with laws is about doing the right thing. Upholding the law is part of our Code of Conduct – it reinforces what our customers and stakeholders expect of us.