

# Dudon Wai

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**SUMMARY:** Product leader with strong engineering background & specialty in delivering enterprise AI systems.

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## AREAS OF EXPERTISE

### CUSTOMER INSIGHT

Customer Success & Pre-Sales Support •  
Customer Interviews • User Testing •  
User Personas • User Journey Mapping •  
Wireframes & Mockups • Iterative Design •  
ETL • Data Science • A/B Testing

### PRODUCT STRATEGY

Lean Business Model Canvas •  
Market Research • Vision Setting •  
Thematic Roadmaps • Pricing & Positioning •  
Content Marketing & Social

### INFLUENCING PEOPLE

SteerCos • Contract Negotiation •  
Business/Tech Stakeholder Management •  
Leading Development Teams •  
Public Speaking

### PRODUCT EXECUTION

Scrum Sprints & Standups •  
Backlog Ownership & Prioritization •  
Demos & Retrospectives • Product Launch •  
QA & Acceptance Testing •  
Web Development • Growth

## EDUCATION

### UNIVERSITY OF WATERLOO

#### BS IN MECHANICAL ENGINEERING

Grad April 2014 | Waterloo, ON

Specialization: Management Science

## CERTIFICATIONS

**UDACITY** | CS, Statistics, Machine Learning

**ONE MONTH** | Python, Rails, Growth, Startups

**GOOGLE ADWORDS** | Certified: dudonwai

**REFORGE 2015** | Growth Hacking in SV

## INVOLVEMENT

**NEXT CANADA** | Recruitment & Ambassador

**CDL Rockies 2018** | Startup Accelerator

**NEXTAI 2017** | Startup Incubator for AI

**SHELL ECO-MARATHON 2016** | Operations

**CALGARY DROP-IN CENTER** | Volunteer

## WORK EXPERIENCE

### PALANTIR (DATA & AI PLATFORM) | DEPLOYMENT STRATEGIST | [palantir.com](https://palantir.com)

Nov 2023 – Mar 2025 | Canmore, AB

Built an automotive quality manager, railroad traffic analyzer & oil pipeline scheduler, totaling \$2M in annual licenses & \$2.5M in services.

### VALIDERE (EMISSIONS MANAGEMENT) | PRODUCT MANAGER | [validere.com](https://validere.com)

Jan 2021 – Aug 2022 | Toronto, ON & Calgary, AB

Managed roadmap and delivery of new features for enterprise software for clients paying \$100k to \$2M per year, improving user satisfaction and engagement. Rolled out standard Product Management processes for discovery, documentation & analytics.

### CANVASS ANALYTICS (MACHINE LEARNING) | PRODUCT MANAGER | [cavass.io](https://cavass.io)

Jan 2019 – Dec 2020 | Toronto, ON

As the first product hire, led product overhaul spanning requirements gathering, vision & comms, and discovery & design. Grew data uploads by 13% and model usage by 21% month-over-month.

### UNSIST (DATA VENDOR) | CO-FOUNDER & CEO | [NEXTAI](https://nextai.com) | [CDL](https://cdl.com) | [unsist.com](https://unsist.com)

Feb 2017 – Jul 2018 | Toronto, ON and Calgary, AB

Data science startup that predicts capital costs for Oil & Gas projects. Completed data projects for 3 clients (company sizes \$10M-\$1B), and developed 2 SaaS products (a regulatory report scraper & parser; a competitive benchmarker).

### PETRORECRUIT (JOB BOARD) | CO-FOUNDER & UX

May 2015 – Feb 2017 | Calgary, AB

Scoped requirements and co-built initial prototype with the first technical hire in under 1 month. Grew job postings from 0 to 100k through in-app postings and data mining external boards.

### GREYADV (WEB AGENCY) | CO-FOUNDER | [greyadv.com](https://greyadv.com)

Nov 2015 – Dec 2016 | Calgary, AB

Reached out to 1000+ SMBs with 4 email campaigns. Bid for 10+ projects, awarded 4 and executed across multiple roles. Provided [web dev workshop](#) to first-time founders. Projects: Okotoks Farmers Market, Stable Legs, PetroRecruit.

### SHELL CANADA | DRILLING ENGINEER

Sep 2014 – Feb 2017 | Calgary, AB

Technical design, project management and field operations supervision of 3 drilling projects spanning 30+ wells and \$100M in capital expenditure & implemented drilling benchmarking program across North America.

## RELEVANT PRODUCT EXPERIENCE

### GOOGLE DESIGN SPRINT FOR USER ONBOARDING – CANVASS

Co-led [Design Sprint](#) with Google Gradient Ventures to simplify how manufacturers use data for forecasting. Facilitated problem definition, “Ask-the-Expert” interviews, idea generation, solution selection, mockup design in Figma, and testing with 6 real users.

### DATA PLATFORM AND SERVICES PORTAL – UNSIST

Interviewed 10+ potential users, iterated on wireframes, mockups and MVPs, deployed [Energy Data Platform](#) and [Unsist Computing](#), improving the product based on usage.