

ROBBIE REX BISNATH, B.COMM.

Senior Product Owner and Digital Product Leader — MarTech, Automotive Fintech and Enterprise Platforms

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EXECUTIVE PROFILE

Senior Product Owner and digital product leader with more than 25 years in technology, having worked as developer, business analyst, project manager, Scrum Master and Product Owner. Owns product strategy, roadmaps and delivery for enterprise platforms in marketing technology (MarTech), automotive finance, financial services and government.

Most recently led the IRIS Media platform at DAC Group, turning a stalled backlog into predictable delivery and presenting strategy to executive leadership. Previously owned RouteOne's Credit Application System and Mobile Document Capture SaaS platforms serving lenders, OEMs and dealerships across North America. A daily hands-on practitioner of artificial intelligence (AI), enrolled in MIT xPRO's Executive Certificate in AI Strategy and Product Innovation.

CORE COMPETENCIES

Product Leadership

- Product Strategy and Roadmapping
- Product Discovery and Delivery
- AI Product Strategy
- Backlog Management and Prioritization
- Executive Communications
- Stakeholder Management

Business Analysis and Agile

- Requirements Engineering
- User Stories and Acceptance Criteria
- Workshop Facilitation
- Process Mapping and Gap Analysis
- Scrum and Scaled Agile (SAFe)
- Release Planning

Technology and Experience

- SaaS and Enterprise Platforms
- APIs and Integrations
- MarTech and Media Platforms
- User Research and Journey Mapping
- Wireframing and Prototyping
- User Onboarding and Adoption

PROFESSIONAL EXPERIENCE

Senior Product Owner, DAC Group

Toronto, Ontario • 2026

Led product strategy and delivery for IRIS Media, DAC's marketing technology platform.

- Led a team of business analysts to reorganize and rationalize a disorganized platform backlog, moving high-priority use cases into production and improving prioritization and transparency.
- Delivered multiple initiatives ahead of schedule through proactive planning and stakeholder alignment, building a culture of execution, accountability and predictable delivery.
- Produced and presented CXO-level roadmap updates, product demonstrations and strategic recommendations to leadership.
- Partnered with engineering, UX, media specialists and business stakeholders on discovery and roadmap planning; onboarded and trained platform users and drove adoption of AI-assisted product management.

Senior Product Analyst, 3Pillar Global

Toronto, Ontario • 2022 – 2026

Served a Government of Canada Crown Corporation within a large-scale agile delivery environment supporting Canada's agricultural financing industry.

- Led product analysis and requirements engineering on a Scaled Agile Framework (SAFe) initiative, including backlog management, user stories and acceptance criteria.
- Facilitated stakeholder sessions and product demonstrations; supported release planning and production.
- Collaborated with UX, engineering, architecture and business teams, and evaluated emerging technologies and AI opportunities.

Product Owner, RouteOne

Farmington Hills, Michigan • 2018 – 2022

- Owned product strategy, roadmap and delivery for the Credit Application System and Mobile Document Capture platforms, SaaS serving automotive finance across North America.

- Worked directly with lenders, OEMs, dealership groups, credit bureaus, identity verification and vehicle valuation providers.
- Wrote requirements for REST API integrations, worked closely with CI/CD pipelines, and used customer feedback and analytics to drive prioritization.

Scrum Master, RouteOne

Farmington Hills, Michigan · 2018

- Led sprint planning, daily scrums and retrospectives for multiple development teams; coached teams and supported RouteOne's agile transformation, improving delivery consistency.

Senior Business Analyst, RouteOne

Farmington Hills, Michigan · 2015 – 2018

- Helped rescue and deliver a stalled Digital Retailing initiative under aggressive timelines, writing full use cases with wireframes.
- Led MVP definition and workshop facilitation; established documentation and requirements practices that outlived the project.

Business Analyst, Jonah Group

Toronto, Ontario · 2011 – 2015

- Requirements analysis, user stories, wireframing and stakeholder workshops for Bank of Montreal, Blue Cross Blue Shield of Michigan, Cambridge Mercantile Group and Giesecke & Devrient.

Project Manager, Jonah Group

Toronto, Ontario · 2008 – 2011

- Planning, budget, resourcing and risk management for software projects for CBC, Financial Planning Standards Council, Canadian Solar Industries Association, Friends of the Greenbelt Foundation and Brookfield Homes.

Project Manager, Klick Health

Toronto, Ontario · 2008

- Managed scope, planning, team leadership and launch for digital healthcare initiatives for Pfizer, Wyeth and Schering-Plough.

Software Developer / Programmer Analyst, Freelance and Consulting

Toronto, Ontario · 2001 – 2008

- Built web applications for Domino's Pizza Canada, Young Drivers of Canada, Queen's University, Make-A-Wish Foundation, Habitat for Humanity Toronto and University of Guelph using ASP.NET, PHP, JavaScript, AJAX and SQL.

ARTIFICIAL INTELLIGENCE PRACTICE

- Daily practitioner of Claude, ChatGPT, Cursor, GitHub Copilot and OpenAI APIs for product discovery, requirements engineering, user story generation, documentation, architecture analysis, workflow automation and research synthesis.
- Working knowledge of large language models (LLMs), prompt engineering, retrieval-augmented generation (RAG), knowledge graphs, semantic search, agent-based systems and enterprise AI adoption.

EDUCATION

Executive Certificate in AI Strategy and Product Innovation, MIT xPRO

Enrolled, commencing October 2026

Master of Digital Product Management, Queen's University (Smith)

Enrolled, commencing May 2027; expected 2028

Bachelor of Commerce, Information Technology Management, Toronto Metropolitan University

2007

Advanced Diploma, Computer Programmer Analyst (Internet), Humber College

2004

CERTIFICATIONS

Certified ScrumMaster (CSM), Scrum Alliance • UX/UI Certificate, University of Toronto • Business Analysis Professional Development (BABOK), University of Toronto

SKILLS

Tools: Jira • Confluence • Azure DevOps • Figma • Miro • Lucidchart • GitHub • Visual Studio Code • Microsoft Office • Teams • Slack • Zoom

Languages and Platforms: HTML • CSS • JavaScript • SQL • Java • Python • PHP • WordPress • Drupal

Industries: Marketing Technology • Media • Automotive Finance • Financial Services • Agriculture • Healthcare • Telecommunications • Government • Enterprise Software