

JENNIFER “JENN” SHELTON, MBA, M. ED.

Catalyst | Navigator | Orchestrator

Greater Toronto Area • Eastern Time Zone

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Entrepreneurial and strategic leader with experience building multibillion dollar strategies and launching bold solutions in the technology space. Product advocate and collaborative business partner who applies best practices to drive growth.

Skills: Strategy | Market & Competitive Analysis | Innovation & Design Thinking | Product Marketing & Management

PROFESSIONAL EXPERIENCE

Dell Technologies, Inc.

Round Rock, TX (remote)

Senior Manager, Corporate Strategy Office

04/2022 – 08/2023

Defined strategy on emerging technology market trends for a Fortune 500 computer hardware company.

- **Project Leadership:** Recommended a USD 6B IT services opportunity to executive leaders by leading a team of 3 analysts to investigate market trends and assess the competitive landscape.
- **Financial modeling:** Identified USD 2B in potential cybersecurity growth revenue by constructing a comprehensive financial model, which guided Zero Trust investment conversations (i.e. the launch of Fort Zero validated solution) across business units and at the senior executive level.
- **Voice-of-the-Customer:** Drove the VoC analysis workstream for Artificial Intelligence (AI) project by analyzing sales data, market intelligence, and research, as well as conducting internal and external interviews. Developed a POV that shaped the partnership with NVIDIA and the Dell AI Factory.

IBI Group, Inc. (now Arcadis)

Toronto, ON

Product Manager, Office of Innovation

07/2019 – 03/2022

Business leadership for the creation of new recurring revenue streams for a global architecture and engineering firm.

- **Investor relations:** Engaged in regular CEO touchpoints and investor demonstrations, influencing a 260% increase in stock price (TSX:IBG).
- **Business operations:** Built a business model and best practices to monetize proptech IP to support the CEO's digital transformation strategy.
- **SaaS go-to-market:** Spearheaded SaaS product marketing strategy, launch plans, go-to-market activities, sales demos, and RFP responses, resulting in a CAD 1.5 million sales pipeline during the pandemic.
- **Analyst relations:** Established IBI Group's first-ever IT industry analyst relationships and secured positive initial coverage (Verdantix, IDC).

QSpice Labs, Inc.

Waterloo, ON

Co-founder and COO

10/2017 – 01/2019

Entrepreneur (business founder) for discovery-stage superconducting quantum computing hardware startup.

- **Incubator admission:** Secured access to mentors and VCs via Creative Destruction Lab (Toronto), Velocity Garage (Waterloo), and YCombinator.
- **Fundraising:** Raised USD 200K pre-seed funding on USD 1 million valuation from Bloomberg Beta, Data Collective VC, Spectrum 28, and YC.
- **Operational Readiness:** Oversaw business development, marketing, accounting, HR, and operations -- enabling tech founders to focus on IP.

LexisNexis Canada, Inc.

Markham, ON

Product Lead, New Lexis

06/2014 – 06/2015

Subsidiary lead for the Canadian re-launch of a flagship online legal research platform at a global data and analytics company.

- **Strategic alignment:** Drove local and international alignment for “New Lexis,” a transformation of the flagship product representing ~50% of company revenue and the largest organic investment program in LexisNexis/RELX Group's history.
- **Cross-functional pre-launch orchestration:** Spearheaded launch planning, including Voice of the Customer research, value proposition, user acceptance testing, and messaging. These actions influenced the 90% customer adoption rate within one year of launch.
- **Pricing strategy:** Created new modular pricing and packaging model configurations from over 1,000 bilingual (English/French) content sources.

Motorola Solutions, Inc. (formerly Psion, Inc.)

Mississauga, ON

Product Strategy Consultant, Enterprise Mobile Computing

02/2011 – 06/2014

Drove market investigations and business case development for a global mobile computer and wireless data collection firm.

- **Business case oversight:** Coached product managers on the creation of business cases and financial models for product, vertical, and regional solutions. Launched a product proposal template that guided the USD ~300 million R&D budget investment review process.
- **ERP rollout:** Directed the creation and launch of an ERP tool for the product team's long-range planning process, cutting forecast time by ~50%.
- **Analyst relations:** Initiated a cadence of regular industry analyst touchpoints, improving Gartner's ranking from “Promising” to “Positive”.

Microsoft Canada, Inc.

Mississauga, ON

Market Intelligence Manager, Business Marketing Office

11/2004 – 01/2009

Delivered market insights, analysis, and recommendations for the Canadian subsidiary of a Fortune 500 software company.

- **Market Intelligence (MI) budget investment:** Managed CAD 450K market intelligence research budget. Launched annual internal stakeholder satisfaction surveys showing increased awareness (+55%), use (+31%), and satisfaction (+56%) with the MI function, investments, and resources.
- **Project management:** Drove local research investigating unlicensed PC software use and facilitated a study workshop to uncover sources, causes, and extent of Windows piracy in Canada. This data informed programs that helped reduce piracy rates from 36% to 33%.
- **Training & facilitation:** Introduced market intelligence training as part of the HR onboarding process and marketing new hire orientation, which empowered 200+ employees by improving their information-seeking skills and thus reduced MI inquiry backlog during peak periods.

EDUCATION

Harvard Business School Online Cambridge, MA (online)

Certificate in Entrepreneurship & Innovation

- Courses: Disruptive Strategy, Launching Tech Ventures, and Design Thinking & Innovation

Rotman School of Management, University of Toronto Toronto, ON

Master of Business Administration (MBA)

- Dean's List/Bregman Scholar (top 10% of class and GPA over 3.65)
- Research Assistant to Dean Roger L. Martin

Ontario Institute for Studies in Education (OISE/UT), University of Toronto Toronto, ON

Master of Education (M.Ed.), Workplace Learning & Change

- Thesis Paper: *Creating and Maintaining Virtual Teams*

Trinity College, University of Toronto Toronto, ON

Bachelor of Arts (BA), English Literature & Political Science

PROFESSIONAL DEVELOPMENT

SAFe 6.0 Product Owner / Product Manager | AgileSavant

Oversight of Cybersecurity in an Era of Digital Acceleration | Institute of Corporate Directors

Fundamentals of Climate Governance | Institute of Corporate Directors

Innovating in Existing Markets: Reviving Mature Products and Services | MIT Sloan

NFP Governance Essentials | Institute of Corporate Directors

CERTIFICATIONS

Product: [AIPMM-Certified Product Manager](#); [Pragmatic Institute-Pragmatic Certified Product Marketer](#)

Agile (Scrum Alliance): [Certified Scrum Product Owner \(CPSO\)](#), [Certified Scrum Master \(CSM\)](#)

Cloud Computing (Microsoft): [Azure Fundamentals \(AZ-900\)](#), [AI Fundamentals \(AI-900\)](#), [Data Fundamentals \(DP-900\)](#)

Cybersecurity (ISC2): [Certified in Cybersecurity \(CC\)](#)

LANGUAGES & CITIZENSHIP

Dual citizen: Canada and the United Kingdom

Languages: English (native/fluent), French (intermediate), Spanish (basic).

PUBLICATIONS

Shelton, J. (2021). "[The Balanced Scorecard: Repurposing a Time-Tested Strategic Framework for the New Model of Work](#)". International Facility Management Association - FMJ September/October 2021, 113-117.

Shelton, J. (2021). "[5 Key Considerations for a Hybrid Workplace Transformation](#)". Realcomm EDGE Summer 2021, 14-17.

MEMBERSHIPS

- Association of International Product Marketing and Management (AIPMM) 2021 – present
- Scrum Alliance 2020 – present

GOVERNANCE

York Region Arts Council Toronto, ON

Board of Directors

2023 – present

Governance body for a nonprofit charitable arts service organization focused on supporting local artists.

Trinity College, University of Toronto Toronto, ON

Member of Corporation

2023 – present

Academic governance body that amends statutes, appoints officers, and receives financial statements.

York Region Children's Aid Society Newmarket, ON

Board of Directors

2013 – 2022

Vice-Chair, Corporate Secretary, and Executive Officer-at-Large for a social services agency with CAD ~50M funding envelope.