

Mulugeta (Muleh) Bisrat

Product Manager · Data, Analytics & AI-Ready Systems

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Summary

Toronto-based product professional with 8+ years turning messy, high-stakes data into decisions leaders can act on. At Toronto Metropolitan University I design the data schemas and migration logic moving a public-sector platform serving 7,200+ students onto a new system, write the SQL behind it, and build the Power BI reporting senior leadership uses to track it. Earlier, I ran research and UX audit programs across 170+ organizations, and I have taught graduate coursework on product analytics and on AI's impact on government, healthcare, and education. CSPO-certified, with a Master of Digital Product Management from Queen's University.

Experience

Dec 2025 – Present	Systems Implementation Lead Toronto Metropolitan University, Faculty of Community Services (Dean's Office) - Design and maintain the data schemas and migration logic moving 8 schools (7,200+ students) off a legacy SQL Server platform (~59,000 records since 2006) onto a new cloud SaaS system. - Write and troubleshoot advanced SQL across three parallel migration streams (agency records, placement history, custom attributes) using a schema-discovery-first method to prevent data loss. - Build Power BI reporting used by senior leadership to track migration progress, risk, and go/no-go readiness; present to Directors, VPs, and the Dean's Office. - Partner with Privacy, IT Security, and the Registrar's Office on data quality, access, and governance, including a Privacy Impact Assessment covering GPA and HR data fields. - Translate SSO/SAML 2.0, SFTP integration, and data-mapping requirements into plans non-technical stakeholders can act on; lead vendor negotiations within a 26-month agreement. - Designed and delivered a 4-session administrator training program and UAT test scripts ahead of go-live.
Nov 2021 – 2025	Manager of Innovation Services OCAD U CO, Toronto - Led the Customer Insights Program: 100+ user interviews and usability tests across B2B and B2C teams, shaping roadmap decisions for 170+ portfolio companies. - Ran 170+ UX/UI and accessibility audits (WCAG/AODA); recommendations contributed to \$200K in annual portfolio-wide savings and 30–35% efficiency and engagement gains. - Worked with designers, PMs, and founders to turn research into product decisions across 15+ digital products.

Nov 2016 – Dec 2019

Business Consultant

Moneris, Toronto

- Advised SMB merchants generating \$2M+ annually on payment data and processing, partnering with BMO and RBC teams.
- Analyzed transaction and merchant data across e-commerce, mobile, and in-store channels to guide recommendations.

Jan – Aug 2016

Data Analyst (Contract)

Kinetic Cafe, Toronto

- Analyzed large datasets to inform rebranding decisions for higher-education clients; built dashboards and reports for non-technical stakeholders.
- Identified trends and optimized resource allocation, improving operational efficiency by 15–20%.

Skills

Data foundations: SQL Server, schema design and modeling, data migration, analytical dataset structuring

Product management: Roadmapping, requirements, Agile/Scrum (CSPO), vendor management, stakeholder alignment

Reporting & analytics: Power BI executive dashboards, KPI reporting, data quality validation, Python

Governance: Privacy Impact Assessments (FIPPA), access and security reviews, metadata and documentation standards

Research & design: UX research, usability audits, journey mapping, design thinking

Enablement: Training design and delivery, data literacy

Education

Master of Digital Product Management, 2023
Smith School of Business, Queen's University, Kingston

Bachelor's Degree, Digital Futures, 2016
OCAD University, Toronto

Teaching

Teaching Assistant, Product Analytics — Smith School of Business, Summer 2024
Website analytics, conversion data, and translating data into product and marketing decisions.

Teaching Assistant, Digitalization and Sustainability — Smith School of Business, Fall 2023
AI's impact on government, healthcare, education, and charitable sectors.

Certifications

Certified Scrum Product Owner (CSPO), Scrum Alliance

AODA Compliance Training

Leading with Foresight, OCAD U CO