GEORGE INNASI

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SUMMARY

Led product strategy as Founding PM for an AI-powered lost-and-found platform, taking it from ideation to a high-fidelity MVP with 200 early users through a planned beta campaign launch. Skilled at translating customer pain points into PRDs, live prototypes, and shipped software with better UX by partnering with engineering, designers, and marketing. Bringing 5+ years of Canadian retail banking expertise, with $4.8M in grown assets, to build AI products that customers trust and adopt.

PROJECT PORTFOLIO

Side Quest | Flexible Volunteering Platform | Project details & prototype

- Accelerated volunteer-to-NGO matching to under 2 minutes by engineering a dynamic scheduling algorithm, successfully piloting the platform with 6 users across 12 NGOs and placing Top 5 in the HelloPM Buildathon.

Lumi Cards | AI RAG Policy Assistant | Project details & prototype

- Projected $12K in annual operational savings per branch by architecting a Retrieval-Augmented Generation (RAG) assistant that automates manual credit card policy retrieval for retail staff; ranked 4th out of 77 PRDs in Cohort 51.

Finance & Lending Calculators | Workflow Side Project | Project details & prototype

- Eliminated manual calculation bottlenecks for highly customized client scenarios by coding automated mortgage and credit calculators, directly solving complex advisory pain points observed over 5+ years in retail banking.

WORK EXPERIENCE

Product Manager & Operations Lead | Kittii (AI Lost & Found) | Part time - Remote, Canada **Sep 2025 – Apr 2026**

- **Discovery & Strategy:** Led product discovery across 17 competitors, 6 community-sourced pain points, and user surveys (79% valued anonymity) to scope MVP requirements for a two-sided marketplace.
- **UX & Workflows:** Wireframed and mapped end-to-end user journeys, defining a 10-step Seeker flow and 9-step Sherlock flow centered around secure ownership verification.
- **AI & Technical Delivery:** Defined technical requirements for a multimodal AI matching engine (CV + NLP across descriptions, photos, geolocation) and partnered with a full-stack developer to ship the proof of concept.
- **Business Model & Traction:** Formulated four monetization streams (micro-commissions, paid urgent posts, subscriptions, B2B SaaS) and took the product from zero to a high-fidelity MVP with a team of 8.

Personal Banker | Bank of Montreal **(BMO)** | Full time | Calgary, AB, Canada **Oct 2025 – Oct 2026**

- Identified severe operational bottlenecks faced by branch staff during daily manual policy lookups, translating these workflow friction points directly into the product requirements (PRD) for Lumi Cards.
- Exceeded total sales targets by achieving 251.9% of quota through the rigorous evaluation of retail and business client financial profiles, tailoring both investment and lending originations to specific cash flow behaviors.
- Maintained a perfect 100% Customer Loyalty score and achieved a 105% overall performance rating by ensuring strict adherence to institutional credit risk and compliance guidelines.

Financial Advisor | TD Canada Trust | Full time | Calgary, AB, Canada **Mar 2022 – Jun 2024**

- Drove a **$4.8M** increase in assets under management **(AUM)** for TD Investments Inc. by building a $2M investment book through targeted client financial profiling.
- Originated and closed ~$5M in personal lending by accurately analyzing client cash flow behavior and mitigating borrowing risks.

SKILLS

Product & AI: 0→1 Product Development, User Research, PRD Writing, Wireframing, Agile, A/B Testing, RAG Architecture, Prompt Engineering, Computer Vision, NLP

Stack & AI Tools: Claude Code, Lovable, Google NotebookLLM, Perplexity, Gemini, Gamma, Notion, GitHub, Vercel, Python, SQL, Power BI, and Excel and Mixpanel

EDUCATION

HelloPM AI PM Program (Cohort 51) | Remote, India May – Oct 2026 | PGDM, Business management | Cape Breton Univ., Sydney, NS, Canada | Sep 2018 – May 2020 | **BSc Mathematics (Minor: Statistics)** | Loyola College, Univ. of Madras, Chennai, India | Jul 2014 – Nov 2017.