

ROSEMARY A. PEROS

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Product Development and Management Professional/Post-Secondary Lecturer

With enthusiasm and a desire to innovate, learn and grow, I endeavor to apply my extensive business, product management and product development expertise coupled with a deep understanding of the financial services and insurance markets to identify opportunities and successfully build, launch and grow valued products and services within a competitive marketplace meeting strategic and financial goals.

Giving back to higher education and in particular to the next generation of thought leaders in the form of post-secondary lecturing and mentoring within the realm of Economics, Business and Marketing.

Qualifications and Skills

- Adult-based learning and mentoring within post-secondary, higher education sector
- Innovative, creative, strategic, flexible – go getter with a can-do attitude
- Specialized financial services/insurance product development & management expertise (including Group Benefits and Pensions and Individual Retail markets)
- Superior relationship building capabilities with clear focus on collaboration, team and organizational goals including third party vendor management
- Leadership & mentoring strengths contributing to high performance teams
- Identification, creation, execution of business case strategies based upon understanding of relevant financial metrics and business goals
- Project management, multi-tasking and prioritization of complex endeavours
- Advanced analytical, creative, organizational and problem-solving abilities
- Excellent oral and written communication, presentation and inter-personal skills
- Ability to understand, negotiate and influence cross-functionally and externally to drive results
- Technical proficiency: Microsoft Office Suite (Word, Excel, PowerPoint, Project, Outlook, Visio); CRM, Salesforce
- Other languages: French (good working knowledge), Croatian/Slavic (proficient)

PROFESSIONAL EXPERIENCE

Lecturer (sessional)

- University of Waterloo, Waterloo, ON; 2014 – present; Economics department; consumer theory, marketing

Lead, Continuous Process Improvement

OTIP (Ontario Teacher's Insurance Plan), Waterloo, ON; July 2017 – present

- Lead role responsible for managing the analytical team to drive organizational efficiencies
- Ensure that Benefits Services processes are identified, determined, implemented, improved and reported upon ensuring optimal efficiencies are realized resulting in maximum positive customer experiences and cost savings.

Senior Product Manager & Product Developer

Manulife Financial; Group Benefits and Retirement Solutions, Investments, Individual Insurance, Waterloo, ON; 2003 – 2017

- Product management/development expertise (SME) with steady progression through varied product portfolios of increased scope and responsibility (including EHC/Drug, Dental, Out of Country/Travel, HCSA, Wellness, Disability); progressive focus towards on-line and digital product execution.
- Strategic initiatives within Group Retirement and Investment business areas leading to successful build and launch of key, competitive solutions.
- Full, end-to-end, product portfolio accountability (product lifecycle): short & long term strategy development, business & marketing plan development and execution (project management) aligning with organizational goals, competitive marketplace intelligence, opportunity analysis, product development including all marketing, communications and on-line digital, web based presence and delivery, training, senior management presentations, cross-divisional expertise and distribution sales support.
- Relationship building, influencing and negotiating with key stakeholders including vendor (third-party) relationship management and program development.
- A senior team member providing leadership, coaching and mentoring to more junior members.

Product Manager

Ciba-Geigy Pharmaceuticals (Novartis) Canada LTD, Mississauga, ON; 1990 - 1997

- Primary accountability for key prescription drug product and portfolio development; Recommended and developed product portfolio objectives, strategies, tactics in order to gain market share, while identifying competitive opportunities within prescription pharma.
- Built important internal and external client relationships ensuring product awareness and support among team members and key stakeholders.
- Investigated and proposed future business opportunities while formulating, defending and implementing marketing strategies to enhance portfolio success.
- Provided expert knowledge and data analysis to senior management ensuring accurate market representation leading to appropriate decision making.
- Developed and executed all marketing and communication materials.

Teaching Assistant

- While completing Master's Degree (Economics); University of Waterloo, Waterloo, ON;

EDUCATION

- **Master of Arts (M.A.) Economics:** University of Waterloo, Waterloo, ON;
- **Honours Bachelor of Arts (Hons. B.A.) Economics:** University of Waterloo, Waterloo, ON;
- **Continuing Education:**
 - Certified Employee Benefit Specialist (CEBS), Group Benefits Associate (GBA), Retirement Plans Associate (RPA), Compensation Management Specialist (CMS); Fellowship designation;
 - Accreditation of Pharmaceutical Manufacturing Representatives (A.P.M.R.) Toronto, ON