

Sean Yo^{+ai}

Product & Innovation Leader, 0→1 Products, Platforms & Ventures — Gaming & Interactive Systems

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PROFILE

Product and innovation leader with a career building products, platforms, ventures, teams and technology ecosystems from 0→1. Direct professional experience across gaming, simulation, SaaS, analytics and emerging technology, spanning product strategy, game and interaction design, engineering, commercialization and operations.

Led products serving approximately **15M monthly active users**, co-founded and scaled a **\$5M+ annual innovation operation** with a transdisciplinary game-development team, and represented products and ideas on international stages.

Lifelong gamer who grew up alongside the modern video game industry, from early consoles and home computing through PC gaming and online communities, including several years working in video game retail.

CORE EXPERTISE

0→1 Product Development · Gaming & Interactive Systems · Product & Systems Strategy · Product-Market Fit · Platform Products · New Ventures · People Leadership · Product Metrics · Ecosystem Development · Open Standards · Emotionally Safe Leadership · Inclusive Organizational Culture

PROFESSIONAL EXPERIENCE

GoToMedia

2025–Present

PRINCIPAL PRODUCT STRATEGIST, FRACTIONAL

- Senior product leadership at the intersection of product strategy, platform architecture, emerging technology, organizational systems and business risk.

Centre for Virtual Reality Innovation, Conestoga College

2020–2025

FOUNDING DIRECTOR

- Co-founded and scaled CVRI from a two-student pilot into an operation with a **\$5M+ annual operating budget**.
- Led a peak team of **22 full-time staff**, including 10 VR game developers and 2 3D artists, plus up to 45+ co-op students per term.
- Delivered more than **50,000 cumulative learner simulation hours** through CVRI-built games and simulations.
- **Campus RPG** — Led product and game design for a playable JRPG-style exploration of three Conestoga campuses, created to help new and international students learn the environment through exploration and quests. Led multidisciplinary development from product definition through delivery. Play: campusrpg.ca
- Directed development of an internally built **Unity-based simulation framework** used for almost all CVRI games and later released as OER.
- Established CI/CD, versioned releases, QA, lifecycle governance, LTI integration and cloud delivery.

D2L / Desire2Learn

2013–2017

SENIOR PRODUCT MANAGER, DATA & ANALYTICS

- Led Data & Analytics products serving approximately **15M monthly active users** and generating **\$10M+ in annual revenue**.
- Led 0→1 development of D2L's first big-data platform using Hadoop, Apache Phoenix and APIs, as well as the company's first production AWS system.
- Launched the Student Engagement Dashboard and enterprise analytics capabilities including IBM Cognos.
- Co-led **30+ engineers across four distributed teams**, three based in Ukraine.
- Co-founded and chaired the IMS Global Privacy Task Force and contributed to LTI, Caliper and Accessibility working groups.
- Planned, scripted, built and delivered **main-stage live product demonstrations at D2L Fusion 2014 in Nashville**, and live demonstrations on the **Fusion APAC main stage**.

inGamer

2012

CHIEF ARCHITECT

- Led game design, product management, UI/UX, architecture and front-end work for a real-time second-screen sports gaming platform.
- Designed and paper-prototyped game variants and authored a 30-page new-market product vision.
- Shipped experiences licensed by CBC, Rogers and TorStar, with approximately three-hour engagement aligned to live sporting events.

ADDITIONAL PRODUCT & VENTURE LEADERSHIP

PwC Canada

2019–2020

SENIOR PRODUCT MANAGER

- Helped an internal software accelerator move from 0→1 by establishing product strategy, product-management and delivery practices.
- Helped design a citizen-developer product pipeline and candidate-selection process within financial, risk and compliance constraints.

SELECTED GAMING, OPEN TECHNOLOGY & ECOSYSTEM LEADERSHIP

- Helped found **Hive Waterloo** in 2012; it became an official **Mozilla Hive Learning Community** in 2015 and operated through 2018, with early programming at Communitech.
- **International speaker** on product, accessibility, gaming, open technology, learning and digital participation.
- **Co-editor, Code Like A Girl**, helping grow the publication toward approximately **40,000 readers** while advocating for women in technology and girls in STEM.
- Founder of **Ignite Guelph**; named one of the **Guelph Mercury's 2014 Top 40 Under 40** for community-building.
- Co-author of three officially published **Star Wars RPGA Living Force** adventures; University of Guelph Games Club executive and Gryphoncon convention coordinator.
- Co-founded **Year of Code Waterloo Region**, with Communitech as a strategic partner and approximately **40,000 internally tracked engagements**.
- Technology & Product **Executive-in-Residence, Founder Institute Waterloo**; nominated as the Founder Institute's highest-rated mentor globally.

SELECTED WRITING, INTELLECTUAL PROPERTY & SPEAKING

WRITING

- [Discovering My Leadership Language](#)
- [Strategic Simplicity: How to Align Product, Research & Operations](#)
- [+AI: An Evolution of Digital Identity](#)

INTELLECTUAL PROPERTY

- **US Patent 9,832,204** — *Method and System for Managing Security Compatibility of Electronic Content*, co-inventor.

SELECTED TALKS

- **Waterloo DevFest 2025** — *History of the Governance of Automation, PromptCraft*
- **Digital Odyssey 2014** — *Closing Keynote*
- **WordCamp Toronto 2014** — *Fixing Inaccessible Content*
- **Seneca FSOSS 2011** — *Web Accessibility Development Tools In Action*
- **ConFoo Montreal** — presented 2012, 2014, and 2018: accessibility, retrospectives and product management.

EDUCATION

Quantic School of Business and Technology
Executive MBA — **In Progress, Class of July 2027**

University of Guelph
Master of Arts — Digital media, synthetic worlds and online identity. Research: [World of Warcraft: \(En\)Coding Identity in Synthetic Worlds](#)

University of Guelph
Bachelor of Arts (Honours), English — focus on **hypertext as literature**

+ai denotes my AI-augmented practice. I retain authorship, judgment and accountability. This résumé was co-created with ChatGPT 5.6 and Claude Design.