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# Babak (Ben) Rajabi

## TOP SKILLS

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Product management

Strategic development

Contract negotiation

Client relationships

Product strategy / roadmap

Marketing strategy

Pricing models

SWOT analysis

Entrepreneurial mindset

Collaborative problem-solving

Design thinking

Agile development

## PROFESSIONAL EXPERIENCE

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### 500px Inc. - Toronto

January 2016 – April 2017

**Director, Product** (reporting to Product & Technology GM of 500px)

500px provides businesses with on-demand custom photography solutions, as well as quality stock imagery. 500px also provides a platform for photographers to grow their skills, increase their exposure, and earn money through selling their photos or completing custom photography assignments

Technologies: Ruby on Rails, Mongo, MySQL, Backbone, React

Software: Asana, Mixpanel, Amplitude, Google Analytics, Periscope, Zeplin, Invision

#### Responsibilities include:

- Working closely with 500px executives to provide leadership and guidance to the team (product, design, and engineering) and instill accountability and ownership in achieving business KPIs
- Developing the product strategy for 500px's enterprise products and services
- Leading the strategy, prioritization, and execution of initiatives that drives the growth of 500px's photo licensing (Marketplace) and custom photography (Assignments) businesses
- Developing and continually improving upon product management and design processes
- Developing designs and requirements for features needed to satisfy clients' unmet needs and working with a cross-functional team to build, test, learn, and go to market

#### Recent Accomplishments:

- Managed several of 500px's high-impact initiatives, including new pricing and licensing structures, ID verification, and the unification of 500px community and marketplace platforms
- Evolved 500px's enterprise asset management software from beta, to one used by its largest clients
- Worked closely with 500px innovation teams to incorporate machine learning and topic modeling algorithms into 500px Marketplace search

### ERTH Corporation - Toronto

February 2012 – January 2016

**Director, Solutions** (reporting to President and CEO of ERTH Corporation)

ERTH provides business process outsourcing services, billing, and market connectivity solutions, as well as web-based productivity tools (SaaS), to energy marketers and utilities in North America

#### Responsibilities include:

- Managing ERTH's billing and settlement product and its expansion into new US markets

- Identifying new business opportunities and providing business solutions in conjunction with guidance on implementation and schedule
- Leading discussions with potential customers (at executive and management levels); presenting customer feedback and business cases to appropriate stakeholders
- Assisting with responses to RFPs, client proposals, and the development of the overall company long-term and short-term strategies
- Coordinating first-time installation, evaluation, support, and development of new features, modifications, and revisions to ensure continuing success of the products
- Working closely with ERTH clients to gather information about customer needs and pain-points
- Managing ERTH's Quality Assurance and Business Analysis teams

**Recent Accomplishments:**

- Led ERTH's US market expansion, which successfully launched in 4 states (2013-2015). Managed enterprise portal to ERTH's billing system, also active in 4 states (Estimated budget: \$1 million)
- Heavily involved in the development of ERTH's 5-year strategic roadmap
- Responsible for several commissioned as well as onboarding new clients, directly impacting revenue

**ERTH Business Technologies Inc. (EBTi) - Toronto** 2011 – 2012

**Manager, Client Relationships** (reporting to Sr. Vice President & GM of EBTi Toronto)

- Identified new products and services that could utilize existing processes and systems
- Developed business cases and assisted with negotiations
- Identified third party solutions and partnering opportunities
- Initiated proactive customer contact and established alliances with potential business partners to grow the company's services and products
- Consistently developed and expanded existing and new client relationships
- Led ERTH Corporation's Blue Ocean Strategy committee

**The SPi Group Inc. – Toronto** 2004 – 2011

**Manager, Energy Market Operations** (reporting to Vice President, Energy Markets)

- Managed SPi's operations team, meeting all product and service delivery obligations (team of 12)
- Was responsible for setting department budgets, timelines, resources, and metrics
- Represented the company at the Ontario Energy Board (OEB) working group committee
- Worked with both clients and SPi's development team to create high-quality products and services
- Performed reviews, goal assignments, recruitment, staff career planning, and other HR activities
- Was involved in strategic decision-making and overall management of the company

**PROFESSIONAL DEVELOPMENT**

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**Business and Strategy Courses**

Negotiation and Leadership	Harvard Law School	June 2014
Blue Ocean Strategy (strategy development)	UCSI - Toronto	July 2011

**Education**

Bachelor of Mathematics, Honours Computer Science Software Engineering Option	University of Waterloo	April 2003
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**INTERESTS**

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I am passionate about photography (Web: [www.babakfoto.com](http://www.babakfoto.com), Instagram: @babakfoto)