

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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A Day in the Life of a Product Manager

We recently had a conversation with Nick Nguyen, who graduated from Ted Rogers School of Management in 2020 with a Bachelor of Commerce in Global Management Studies.

Nick currently works as a *Product Manager* at Restaurant Brands International (RBI).



RBI is a parent company for many of your favourite fast food restaurants, including Tim Horton's, Burger King, and more!

In this report, he shares what type of work he does daily, the platforms and the software he uses, and some advice for those interested in learning more about this exciting and popular career path.

Q: What do you do on a 'day-to-day' basis in your role as a Product Manager?

A: As a Product Manager, I'm responsible for aligning stakeholders, collecting customer insights, and generating prioritization for our team to build better products. On a daily basis, I work closely with internal stakeholders to rank initiatives that deliver the best customer value and highest business impact. Examples include reducing delivery cancellations or new ways for guests to order online.

In my daily meetings, I work with engineers and designers to break down these initiatives into smaller deliverables and plan what should be built now vs. later in the product roadmap. The rest of my day is spent pairing and testing with engineers to keep them in sync and to ensure our team is shipping our deliverables on time.

Q: What technology platforms do you use in your role?

A: For my technology stack, I use Notion for note organization, Slack for daily communication, and Jira/Confluence for initiative planning & coordination. Notion has been my go-to ever since my Product Management journey started. It's a great platform to store a to-do list, stakeholder meeting notes and customer insights. I also use Slack to sync with my team on initiative updates and prioritization. It's a great tool to skip the email inbox while emojis 100% improve team collaboration.

A: Finally, our roadmap and user stories all live in Jira/Confluence. It's an excellent tool for PMs to translate data & product requirements into smaller pieces of deliverables (user stories) that can be organized on a timeline to allocate engineering & design effort.



Q: How does your industry impact the world?

A: The 'Quick Service Restaurant' (QSR) industry is the most efficient food distribution model and plays a significant role in daily purchasing decisions. It's incredibly easy to find a Tim's in your neighbourhood or for you to save money on a Popeye's family bundle. It's the consistent experience, no matter where you go, that has fueled QSR expansions around the world.

Q: Which industry trends should aspirational students be aware of?

A: The QSR industry constantly adapts to new trends and disruptions. With more ways for customers to order their favourite food and a higher demand for personalized experiences, we're seeing companies investing in data-driven initiatives to attract and retain guests (i.e. loyalty programs & customized offers). The in-store restaurant-owner and team-member experiences are equally important - companies are working to improve their day-to-day operations with software. From employee scheduling to delivery vendor integrations, it's easier now than ever for restaurant teams to reduce overhead and generate more revenue.

Q: What advice would you provide a Ted Rogers student who aspires to work in your industry?

A: I'd recommend students tap into our alumni network, learn from Bootcamps, and demonstrate their value with a product portfolio. Many of our Ted Rogers School alumni started out working in Product (or fell into it), so they have lots to share to help you prepare for an interview or level up your role.

A personalized outreach on LinkedIn or asking your Co-op/Business Career Hub advisor can go a long way - please feel free to message me on LinkedIn for more product management advice. Bootcamps are also a great way to improve your product management skills. Take the 'Product Management' Prep Program and Design Thinking and Excel Bootcamps to help you understand the product frameworks and best practices behind making data-driven decisions.

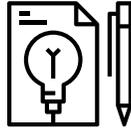
As a last bit of advice, showcase all your learnings in a product portfolio (PDF format works great!). This is where you can include mock designs, case presentations, or written analyses of how you'd improve existing product flows. The goal is to demonstrate your understanding of the product management role, project experience, and communication skills.

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Project Management Prep Program

The BCH offers a Prep Programs on Project and Product Management. Talk to your Career Consultant for more information!



QSR Magazine

For those interested in Quick-Service and Fast Casual Restaurant information, this magazine has everything related to the industry. Check out their [website](#).



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Career Consultant Contributor Carey Khoo

Carey is a Ted Rogers Alum from the Retail Management program and has student recruitment experience within the public sector. Carey is passionate about providing students with career guidance that allows them to develop, implement, and sustain meaningful careers.



Student Contributor Myuri Mohan

Myuri is a 3rd-year Law and Business student and an Events Operations Coordinator at the Business Career Hub. She is a member of the Ted Rogers Students' Society and is passionate about academia.