

# Lanny Geffen

hello@lannygeffen.com  
lannygeffen.com  
416-995-5199

Product and design leader with twenty years helping organizations navigate major technology shifts, from web and mobile to fintech, streaming, and now AI. Most recently at Workleap, I led product and design through the company's move toward AI-native products and workflows. Across each wave, the challenge has been the same: helping teams decide what changes, what stays, and where to focus next.

## WHAT I LEAD

Product & Platform Strategy / AI-Native Products and Ways of Working / Team Building and Design Leadership / Organizational Change Through Technology Shifts / Growth, Adoption and Commercial Outcomes

## EXPERIENCE

### Workleap, Sr. Manager, Product & Design

Jun 2025 - Present

HR SaaS Platform · Remote

Led product and design through Workleap's shift to AI-native products and ways of working.

- Shaped the platform's AI direction across reporting, performance management, onboarding, and a broader agentic vision, focusing on where AI could meaningfully improve decisions and outcomes.
- Grew and developed the design team, hiring into it, raising the craft bar, and running the critique and rhythms that kept a lean team shipping.
- Took a design team from skeptical of AI to using it daily, increasing speed without lowering the bar on quality.

### Geffen Group, Principal Product Strategist

Jul 2024 - Present

Independent Product & AI Practice · Toronto

Advise founders and product leaders on product strategy, AI adoption, team design, and platform evolution.

- Help teams identify where AI creates meaningful customer value and where it adds complexity.
- Help product leaders adapt teams, workflows, and operating models as AI changes how products get built.
- Help leadership teams decide what changes, what stays, and where to focus as AI reshapes products and ways of working.

### FUSE Create, Director, Strategy & Brand Innovation; Head of Strategy

Jul 2019 – Jul 2024

Strategy, Innovation & Advertising Agency (WINA Agency of the Year 2024) · Toronto

Led strategy, innovation, and digital product engagements across financial services, telecom, healthcare, and consumer brands.

- Rebuilt Ricola's e-commerce strategy and storefront, moving the brand from third to category leader with a 58% conversion rate (1.7x category average) and engagement 6x category norms.
- Reframed CIBC's Costco card acquisition journey through behavioural insight and rapid prototyping, generating 67,000 new cardholders in two weeks.
- Led digital product and customer experience initiatives across major brands, using rapid prototyping, experimentation, and testing to improve adoption and business outcomes.



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## KOHO Financial, VP, Product Design

Oct 2017 – Oct 2018

One of Canada's Leading Fintechs · Toronto

Led product design for a full rebuild of KOHO's mobile banking platform, helping scale one of Canada's fastest-growing fintechs.

- Helped redefine the mobile banking experience, earning a 4.8-star App Store rating and an Apple App Store Editor's Pick, establishing KOHO as one of Canada's top-rated banking apps.
- Drove customer satisfaction through usability testing, rapid iteration, and product simplification, reaching a category-leading NPS of 80.
- Reduced onboarding to under two minutes, supporting the acquisition of 250,000+ new users.

## OneMethod, VP, Strategy & User Experience

Jul 2014 – Oct 2017

Award-Winning Digital and Brand Innovation Studio · Toronto

Led strategy and product innovation work for major consumer brands.

- Led the launch of Nestlé Canada's digital platform, increasing engagement 300% and reducing support costs 20%.
- Conceived and launched a content-creation service, generating \$400K in new revenue within four months.
- Helped shape the go-to-market strategy for Supreme Cannabis during a period of rapid growth that culminated in a \$435M acquisition.

## Digiflare, VP, User Experience & Design

2011 – Jul 2014

Multiscreen Product Studio · Toronto

Built the product and design practice during the shift to mobile, streaming, and connected devices.

- Built the product and design practice from the ground up, growing it into a 12-person team delivering multiscreen products and platforms.
- Led product and experience work for early streaming platforms used by major North American media brands.
- Shipped SureTap, Canada's first mobile wallet, helping pioneer mobile payments in Canada.

## EARLIER

### Pixel Smashing

Founder & Creative Director

2008 – 2012

Founded a digital product consultancy delivering software, workflow tools, and learning platforms for regulated industries, including pharma (Eli Lilly, Johnson & Johnson, Roche), healthcare, nuclear, and utilities.

### Proximity BBDO

Interactive Designer / Developer

2004 – 2008

Designed and built award-winning digital products and experiences for RBC, Pepsi, and Wrigley, contributing to Cannes Lion-recognized work for digital innovation.

## CURRENTLY BUILDING

Building AI tools that help teams challenge assumptions, surface blind spots, and improve product decisions earlier.

Portfolio, case studies, and references available on request.

