

MICHELLE MOZENSON

STRATEGY + STORYTELLING FOR BRANDS THAT CONNECT

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I turn research, data, and consumer behaviour into clear strategies that strengthen positioning, improve customer experience, and support growth.

EXPERIENCE

Revenue Management Labs

Pricing, growth strategy, segmentation, and commercial transformation

Strategy Manager

March 2025 – August 2026

- Led a team of 3 to build a commercial operations framework for a division of a \$10B+ services provider, improving global quoting consistency and accelerating customer acquisition by approximately 9%.
- Built customer and market segmentation linking demand signals to portfolio focus, channel priorities, brand positioning, and forecast quality.
- Partnered with Sales, Product, and Finance on launches and value narratives, then presented recommendations to C-suite stakeholders.

Senior Associate Consultant

June 2024 – March 2025

- Redesigned a European software company's quote process, reducing turnaround time by approximately 68% and removing friction to support conversion.
- Created five segment-specific pricing models and improved cost capture by 1.5x while accelerating dataset creation by 90%.
- Supported business development efforts that contributed to more than \$2M in closed projects.

Associate Consultant

March 2023 – June 2024

- Rebuilt pricing and packaging for a healthcare benefits management client, unlocking approximately \$3.5M in incremental revenue.
- Developed customer segmentation strategies grounded in research, contract attributes, and market dynamics.
- Standardized reporting and delivered practical pricing initiatives supporting retention and long-term account value.

Konrad Group

Digital transformation, customer experience, and brand-led product delivery

Associate Consultant

May 2022 – October 2022

- Led digital transformation projects for Fortune 500 clients, including flagship rebrands and end-to-end experience redesigns.
- Translated business objectives into user stories and digital experiences in partnership with Design and Engineering teams.
- Ran user and market research and turned findings into roadmap priorities, content strategy, and clear client recommendations.

EDUCATION

Masters of International Fashion & Luxury Management

Institut Français de la Mode

Expected Graduation: May 2028

Bachelor of Commerce

Queen's University, Smith School of Business

First Class Honours

- Teaching Assistant: Business Communications, Consulting, and Managerial Economics
- Dancer and Model: Vogue Charity Fashion Show
- Photographer: University Creative Agency

CORE STRENGTHS

Brand Positioning

Consumer Insight

Pricing Strategy

Segmentation

Go-to-Market

Executive Storytelling

Market Research

Financial Modelling

TOOLS & LANGUAGES

SOFTWARE TOOLS

Microsoft Office Suite, Tableau, Jira, Salesforce, Confluence, Pipedrive

LANGUAGES

English (Native), French (B2), Russian (Native)