

MICHAEL BHATTI

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PROFILE

Digital product leader with over 15 years of experience and a track record of success in product management, design, and development. Has guided strategic and tactical efforts from early-stage prototypes to enterprise platforms serving millions.

Most recently a Product Manager at Trustii, a developer of human-risk management software. Previously held various roles at Certn, ParetoLogic, KIXEYE, and Used.ca.

Recharges at home on Vancouver Island with open-water swims, motorcycle rides along the coast, and the occasional round of golf.

EXPERIENCE

Product Manager

Trustii

December 2024–Present

Vancouver, British Columbia

Trustii is a Montreal, Quebec-based developer of human-risk management software.

Joined early-stage team to lead product development and to lay the technical and GTM foundation for enterprise customer onboarding and future scale.

- Launched a B2C product for Canadian criminal background checks, emphasizing a mobile-first UX, fulfillment speed, and regulatory compliance; accounted for 21% of daily average revenue in 2mo.
- Implemented a suite of background check platform enhancements including batch API submission, structured report output, custom messaging and white-labelling; contributed to a 144% revenue increase in 6mo.
- Optimized a new human-risk analysis and issue tracking prototype with a refined and scalable design system in anticipation of AI-agent integration; used in investor demos and cited as a key milestone toward Series A financing.

Senior Product Manager, Growth

Certn

July 2022–July 2023

Vancouver, British Columbia

Certn is a Victoria, British Columbia-based provider of SaaS background check services.

Continued the development of a product that secured \$50M in Series B financing; scaled revenue to a projected \$50M in 2022.

- Launched four new B2C products and continued to refine the business's overall consumer portfolio through data analysis and experimentation; increased consumer revenue from \$2.1M in 2021 to \$4.3M in 2022.
- Optimized the self-service pirate funnel (AAARRR, particularly acquisition and activation) with UX improvements and the automation of manual processes; improved the lead-to-customer conversion rate from 26% to 46% in 3mo.

Senior Product Manager, Enterprise

August 2021–July 2022

Certn

Vancouver, British Columbia

- Implemented a scoring framework for customers to adjudicate background check reports by comparing results against internal hiring criteria; unlocked +2M in revenue yr-over-yr from two large enterprise customers (Loblaws, Bell).
- Implemented an API feature that enables ATS customers to directly input the information required for a background check on behalf of the applicant; unlocked +1M in revenue yr-over-yr from one large enterprise customer (Metro).
- Launched a purpose-built internal fulfillment tool for employment, education, and tenancy verifications; reduced verification processing time by 17%, reduced new employee onboarding time by 50% in 2022.

Senior Product Manager, Platform

December 2020–August 2021

Certn

Vancouver, British Columbia

Promoted into a senior product management role and continued the development of a product that secured \$43M in Series A financing; scaled revenue to \$22M in 2021.

- Implemented several US background check product compliance features including wet signature collection, adverse action, and internal fulfillment tools; unlocked US market growth rate of 50% in 2021.
- Integrated several Applicant Tracking Systems so enterprise customers (Bell, Loblaw, HBC, Shaw, WestJet) can background check within their existing HR process; accounted for 37% of total revenue in 2021.

Product Manager

October 2018–December 2020

Certn

Victoria, British Columbia

Transitioned to a product management role and continued the development of a product that secured \$6M in Seed financing; scaled revenue to \$7.2M in 2020 in spite of COVID-19.

- Launched an FCRA-compliant US Federal, State, and County background check product, and a comprehensive international background check product; accounted for 20% of total revenue in 2020.
- Established and expanded a local and international-based employment, education, and tenancy background verification and support team; provided 24hr verification and customer support in all time zones.

Product Designer

October 2017–October 2018

Certn

Victoria, British Columbia

Partnered with initial members of the team to design and develop the foundation of a product that secured \$1M in Pre-Seed financing; grew revenue at 16% mo-over-mo to \$310K.

- Integrated several RCMP databases (CPIC, PIP, FIP, NicheRMS) to automate the data capture, identity verification, and processing of Canadian background check applicants; reduced processing time from industry-standard 24hr to 15min in 2018.
- Launched a new B2B and B2C background check product including a high-performance asynchronous pipeline, API, web app, and background check consumer report; found product market fit, achieved organizational profitability in 18mo.

Senior Product Designer

August 2016–May 2017

ParetoLogic

Victoria, British Columbia

ParetoLogic is a Victoria, British Columbia-based developer of computer optimization software.

- Established a new internal design department after the abrupt departure of two senior designers with all institutional knowledge; resumed product design and improvement after only a brief interruption.

Software Engineer

April 2013–August 2014

KIXEYE

Victoria, British Columbia

KIXEYE is a San Francisco, California-based publisher of real-time strategy and combat games.

- Designed and developed KIXEYE.com; designed to incentivize users to play MMORTS games in-house instead of on Facebook; moved 10% of players in-house, and reduced external platform fees by \$8M in 2013.
- Designed, developed, and optimized KIXEYE.com features including user profiles, payment processing, and marketing websites; tripled microtransaction revenue from \$100M in 2012 to \$300M in 2013.

Product Designer

January 2010–April 2013

Used.ca

Victoria, British Columbia

Used.ca is a Victoria, British Columbia-based network of online classified websites.

- Designed Used.ca's core desktop and mobile classifieds platform; remained the dominant classified in several markets across Canada (Victoria, Ottawa, Winnipeg).
- Designed several complementary Used.ca products including an iPhone app, iPad app, and daily deals website; doubled advertising revenue from \$1M in 2011 to \$2M in 2012.

EDUCATION

Certified Scrum Product Owner (CSPO)

Scrum Alliance

December 2018

Victoria, British Columbia

Faculty of Social Sciences

University of Victoria

2003–2007

Victoria, British Columbia