

Kyle McGill.

Digital Transformation & AI Enablement

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Digital and AI leader with 10 years turning strategy into working products across financial services, automotive, and retail. Architects and delivers CRM, MarTech, eCommerce, and AI enabled programs, from a \$23M commerce launch to an AI enabled CRM built on directed machine learning. Strong program governance, executive engagement, and a Deloitte Enterprise Risk foundation in privacy and compliance. MBA (Ivey), PMP, and Salesforce Agentblazer Champion.

PROFESSIONAL EXPERIENCE

VinFast Canada

Toronto, Ontario

Senior Manager, Digital Strategy

March 2024 to February 2026

- Launched a new vehicle eCommerce platform delivering \$23M revenue in 12 months, owning roadmap, business case, and delivery end to end across Product, IT, Legal, Finance, and Retail Operations.
- Owned the enterprise systems landscape across data warehouses, SAP, Drupal, OneTrust, and Salesforce Data, Marketing, Commerce with Einstein, Sales, and Community Clouds, designing target state architecture to meet privacy, regulatory, and scalability requirements.
- Operationalized program governance through OKRs, backlog, RAID, and SteerCo, and launched standardized KPI reporting via an automated PowerBI suite, reporting strategy and risk to the Canada CEO.
- Increased leads generated 334% year over year by architecting a Meta to Salesforce integration and redesigning data processing flows, lifting lead volume while reducing cost per lead.
- Drove an 80% efficiency gain in the lead management workflow by redesigning UI and workflow logic in partnership with frontline users and engineering.

Volkswagen Group Canada

Ajax, Ontario

Digital Transformation and Project Manager

July 2022 to March 2024

- Reduced administration time 86% by negotiating Dealer Data Sharing Agreements across the national network and architecting the data flow from dealer DMS through CDK into a marketing datamart with ETL pipelines and automated scheduling.
- Integrated 100% of dealership scheduling tools into a pre launch Connected Car platform by designing API integration patterns and a custom prefill engine across enterprise systems.
- Increased CSAT 4 points by standardizing the dealer customer journey through digital tooling, documentation, and adoption support.

Marketing Manager

October 2018 to July 2022

- Architected a personalized, AI enabled CRM platform and directed a data scientist developing machine learning models (regression based propensity and timing) to trigger service lifecycle journeys, increasing revenue per repair order 21% across the national dealer network.
- Contributed \$14M to record 2021 revenues through digital transformation of marketing strategy and 1:1 targeting at scale.

GTB / Hudson Rouge

Toronto, Ontario

Account Executive

April 2016 to October 2018

- Supported \$3M in new business on the team managing Ford corporate sponsorships through recommendations, vendor interviews, requirements, and contract reviews.

Earlier Career: Analyst, Deloitte Canada (Enterprise Risk Services, IT Risk). Associate, BMO Nesbitt Burns (Investment Advisory).

EDUCATION

Ivey Business School

MBA

2020 to 2021

Class of 2022 Valedictorian Nominee; Case Competition winner.

Dalhousie University

B.Comm, International Business (Co op)

CERTIFICATIONS

Project Management Professional (PMP), PMI

Salesforce Agentblazer Champion, 2026

SKILLS

Strategy & Delivery: digital transformation, product roadmapping, program and portfolio governance (OKRs, RAID, SteerCo), operating model design, executive reporting

AI & Data: AI strategy and enablement, machine learning and regression modeling, Salesforce Einstein and Agentblazer, generative and agentic AI tools, predictive modeling, data warehousing

MarTech & CRM: Salesforce multi cloud, Marketing Cloud Data Extensions, Acoustic Campaign, segmentation and lifecycle orchestration

Governance & Risk: privacy risk assessment, IT governance, OneTrust, CASL, Deloitte Enterprise Risk foundation