TAYLAN PINCE

Digital Strategy, Product & Technology Leader

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PROFILE

Digital strategy, product and technology leader with 20+ years of experience prior to relocating to Spain in 2021. Background spans digital product strategy, user experience, interactive platforms, product design and cross-functional leadership. Skilled at translating complex technical systems into clear digital experiences and aligning product, design, engineering and go-to-market teams.

PROFESSIONAL EXPERIENCE

2019–2021 **UNWRAPIT** • Toronto, Canada

Chief Technical and Product Officer

- Led digital product strategy, experience design and launch of a waste-free digital gifting solution for events and companies.
- Worked across product, design, engineering, sales and marketing to translate business requirements into a coherent digital product experience.

2017–2019 **AVOCARE** • Toronto, Canada

Chief Technical and Product Officer

- Led product strategy and platform design for a digital clinic communication platform serving patients and physicians.
- Oversaw user experience, platform architecture, product and technology hiring, and customer support.

2009–2017 **HIPO** • Remote

Co-Founder, CEO

- Co-founded a boutique digital product consultancy for early-stage technology companies and scaled it to 65 full-time employees across 12 time zones.
- Led product ownership, digital strategy, client delivery and engineering leadership across mobile, web and emerging digital platforms.

2000–2009 **SENIOR SOFTWARE DEVELOPER** • Toronto, Canada

Software & Digital Product Development

- Built a foundation in software development and digital product delivery across web and mobile technologies.

EDUCATION

2006 **YORK UNIVERSITY** • Toronto, Canada

Bachelor of Fine Arts with Honours, Summa Cum Laude

Cross-Disciplinary Certificate in Digital Media

CORE SKILLS

Digital Strategy • Digital Product Strategy • User Experience • Information Architecture • Interactive Media • Digital Transformation • Product Design & Delivery • Cross-Functional Leadership • Technology Strategy