

Annual General Meeting





Land Acknowledgement

We acknowledge the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.



About TPMA





Venue Sponsor



BrainStation®

BrainStation is the global leader in digital skills training, empowering businesses and brands to succeed in the digital age.

Established in 2012, BrainStation has worked with over 500 instructors from the most innovative companies, developing cutting-edge, real-world digital education that has empowered professionals and some of the largest corporations in the world.



Member Perks



TPMA MEMBER OFFER

**Get 1 year free of
Lodestone**



CA\$32.99 VALUE PER USER

**3 months free on Bizby
Team+**



TPMA MEMBER OFFER

Save 10% on any order





Are you a Community Builder?



Product Manage

onal
management foc
of defining, deliv
so they meet or
and objectives.



Community Builders



Community Builder **NEW**

\$30/year + HST

Support the TPMA and its program

25% OFF

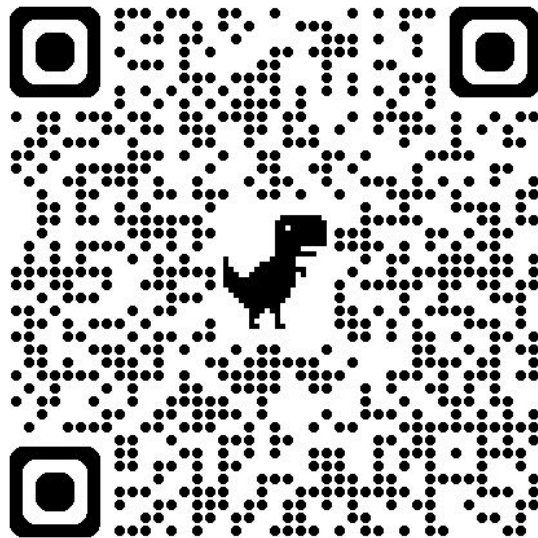
EVENTS +
PROGRAMS



Call for Speakers



We're building out the speaker lineup for the upcoming TPMA program year and want to hear from *you*!



Annual General Meeting



Meeting Administration

- Online and In-person instructions
- Meeting Notice Review
- Quorum Qualification
- Call to Order
- Appointment of Recording Secretary
- Scrutineer Appointment

Board of Directors



Andrew Williams
CEO & Chair



Barbara Szreder
Vice Chair,
Volunteer Team



Joyce Liu
Treasurer



A.J. Rowley
Secretary



Rhythem Raswant
Education & Workshops



Care Fader
Director-at-Large



Rosemary King
Events Chair



Balaji Gopalan
Community & Member
Experience



Ben McPhee
Content Strategy



Jackie Matsui
Events Officer



Shannon Gibson
Mentorship Program Director

Agenda

Date: **Monday, June 29, 2026**

Time: **6:00 PM**

Location: **In Person at Brainstation (482 Front St W) or virtually online (Zoom)**

1. Meeting Administration

- Online and In-person instructions
- Call to Order
- Quorum Qualification
- Appointment of Recording Secretary

2. Resolution to **approve 2026 AGM Agenda**

3. Resolution to **approve minutes from last AGM, 2025**

4. Resolution to **waive the audit requirement**

5. Election of Directors

- Nomination video
- Vote

6. Report of the CEO

7. Review of the Financial Statements for year ending May 2026

9. Election Results

10. Other Business

11. Close of Meeting



**Approve Agenda
for 2026 AGM**



Resolution to Approve Minutes from AGM 2026



Resolution to Waive Audit of FY ending May 2026



Director Elections

CANDIDATES



Alok Dukle



Joanna Leung



Rhythem
Raswant



Andrew
Williams



Joyce Liu



Suchitra Iyer



Cassandra
Pennant



Prasanna
Jeyakumar

 Let's Hear Why They Want to Serve the TPMA

CANDIDATES



Alok Dukle



Joanna Leung



Prasanna
Jeyakumar



Suchitra Iyer

 Let's Hear Why They Want to Serve the TPMA

VOTING LINK



Alok Dukle



Andrew Williams



Cassandra Pennant



Hi there!

I found my community here —
and I want to grow it for you.



Member → 1 year

Completed 100% of 100% of 100%

Volunteer community Manager

Helping others build their community

Online education booster club

Helping others build their community

Joanna Leung



Joyce Liu



Prasanna Jeyakumar



Rhythem Raswant

Rhythem Raswant



so here you go

Education Chair:
Bursary &
Workshops

Suchitra Iyer



VOTE NOW!



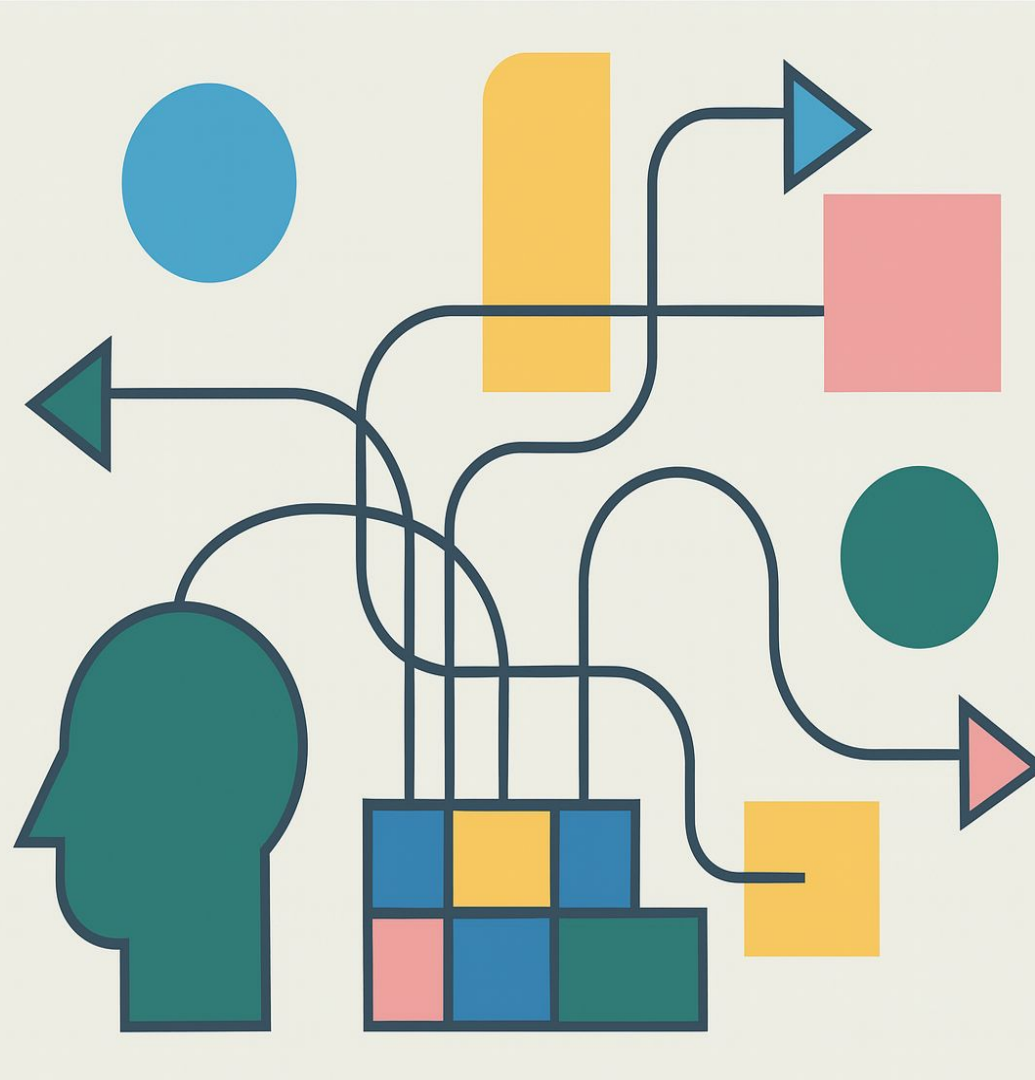


ELECTION

Online: Polls



CEO's Report



OUR MISSION

**Helping product people in
the Greater Toronto Area
navigate the complexities
of a career in product
management, and the
challenges people
experience as they:**

START their product career

ADVANCE their product
career

BECOME a product leader

GROW as a product leader

THANK YOU!

2025/2026

VOLUNTEERS



Ahraanei K.



Amber D



Anas H



Andrea M



Anna K



Abiola A



Bill M



BK



Cassandra P



Dev V



Doga C



Edwar D



Edwin M



Elsa H



Ese O



Fabian A



Gayathri G



Grace C



Gunank R



Haylie N



Ivan N



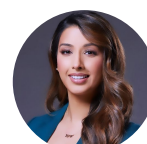
Janmejay D



Jennifer N



Julia C



Mahak G



Manuel O



Marcela B



Merlyn D



Myra P



Padmaja R



Paul L



Ramandeep S



Ranjani R



Raven K



Ravicha R



Sam B



Siddharth S



Sonakshi V



Taqee S



Temitope D



Tolu A



Uchenna M



Vlad V



Mijeong K



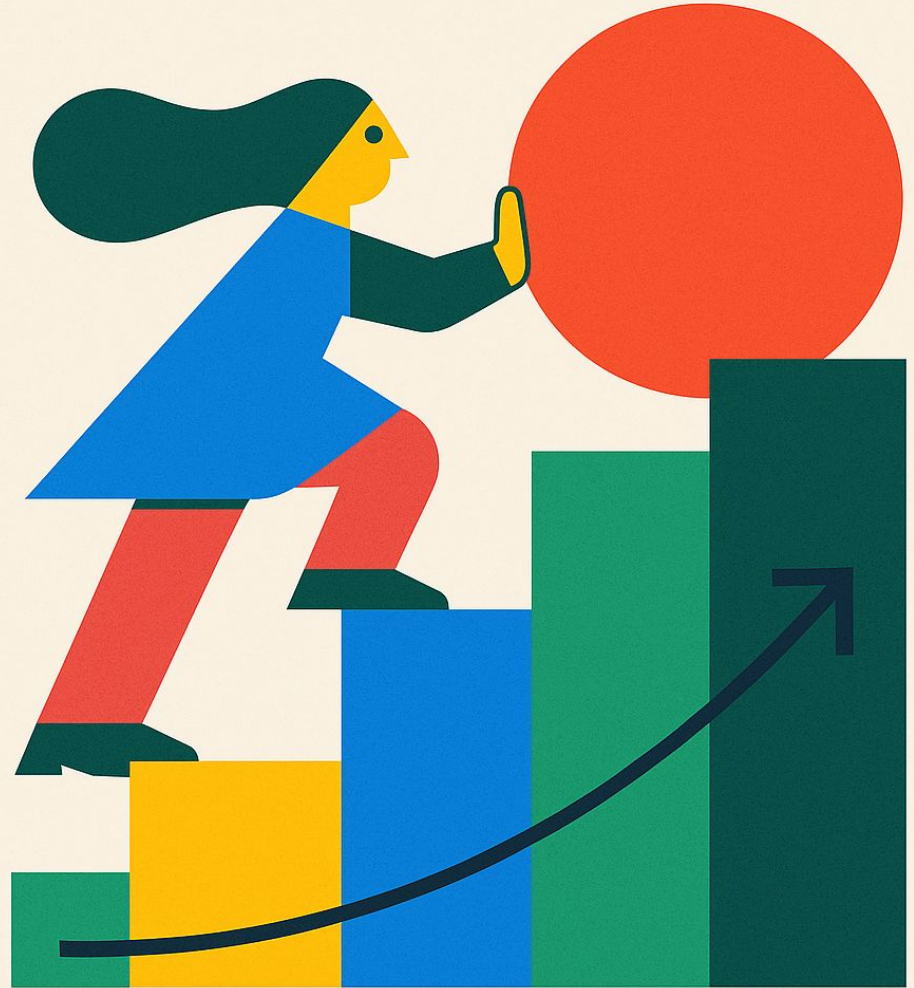
Precious N

Thank You to our 2025/26 Partners!



Last Year:
**Transition from
survival →
stabilization.**

This Year:
**Transition from
stabilization →
scaling.**



STRATEGY THEMES for 25/26

- 1) Align Program Content to Specific Themes/Personas**
- 2) Scale Programming Through Repeatable Formats & Processes**
- 3) Integrate Paid Staff & Senior Volunteers to Support Execution**

OKR Goals



Paid Staff Integration

Rev : Cost ~4 : 1 vs 2 : 1 goal



\$60K Program Revenue

100% of target · net profit



1st Conference Execution

Major Success · Strong revenue



Paid Member Growth

2,403 members · 10% paid (243 vs 113 in 2025)



Slack Community Activity

20% MAU vs 30% target



On track / complete



At risk



Behind target

Challenges

Volunteer & board burnout

Operational load is outpacing volunteer capacity. The paid-staff model is the response, but the transition is still mid-flight.

HST registration

We crossed the revenue threshold and must now charge HST, adding real compliance and operational overhead.

Slack engagement

The community is growing, but activating members into active, posting participants remains the harder problem.

Product Leadership focus

Bandwidth has limited how many leadership events we could run. Flagged as an FY27 rebuild priority.



Program Highlights

Volunteer Community

56+

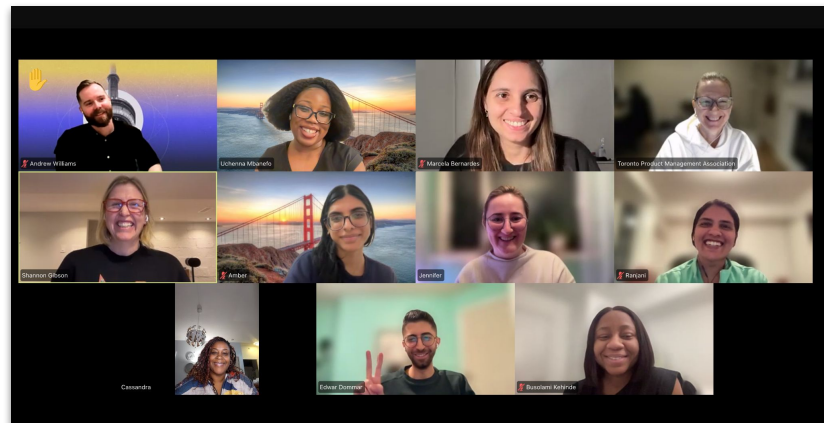
Active Volunteers and Board Members
across 36+ roles supporting events,
mentorship, education, content and more!

73%

Volunteer Retention Rate
Many volunteers return for additional terms

91%

Volunteer Satisfaction
Feel supported, value the collaborative
culture and strong sense of community



If interested in volunteering, please visit tpma.ca/volunteer

ALAN ARMSTRONG EDUCATION BURSARY

Bursary

Creating opportunities for TPMA community members to further their careers in Product through education.

\$2,000

award, up from \$1,000

30+

applications

2

winners awarded

2025 BURSARY WINNERS

Gayathri Girish
Ashutosh Sharma



IN MEMORY

Alan Armstrong

1971 – 2019

- Co-founded TPMA in 2001
- Founder of Eigenworks, a Win/Loss market research consultancy

More Events Than Ever

29 In-Person &
Online Events
(up from 19 last year)

60+ Speakers

+3020 Event
Registrations

5 Venues Used

4 Event Concepts:
Monthly Meet-ups
Workshops
ProductTO
Product Leadership Breakfast

Biggest In-Person Event

Three Stages of AI Product Development | 222 Registered



PROGRAM HIGHLIGHT

Workshops

A year of format experimentation. More hands-on sessions and new formats (full-day, part-day, demo days) to find what drives learning and turnout.

7

workshops delivered

520+

total registrations

+156%

revenue growth YoY

AI Demo Day Workshop

In-person @ Acuity Insights - OneEleven - 325 Front Street West,

4th Floor, Toronto (Venue Sponsor)



Monday, June 15, 5:30pm - 8:30 pm



JOINED TPMA · SEPTEMBER 2025

ProductTO *New signature series*

Small-group discussions for experienced product people.

Founded in 2013 by Henry Dillon and curated by May Wong, ProductTO joined TPMA as a signature event series in September 2025.

6

events in year one

25+

facilitators

4

host venues

VENUES

Highline Beta

BrainStation

Clio

Acuity Insights



PROGRAM SINCE 2011

Mentorship Program

Scaling up! This year we brought on Shannon Gibson as part-time Mentorship Director to scale the program from once a year to three cohorts, and integrated Pairwise matching software to improve match quality.



Shannon Gibson
Mentorship Platform Director

FALL / WINTER 2025

198

total participants

129 mentees

94 mentors

4 in both roles

SPRING 2026

209

total participants · 123 pairs matched

128 mentees

98 mentors

13 in both roles

PROGRAM HIGHLIGHT

Blog / Content

Evolving a strategic posture from *Local Lens* to *Global Leadership*

- The TPMA as a platform, not a persona
- Voices of people, forming the voice of Product Management
- Not just *from* our community, but *for* the profession
- Deliberate variety, consistent frequency, high quality
- Accessible, actionable, innovative

targeting

5+

pieces per month
by end of year



across

4+

distinct, recurring
“streams” / “themes”



supported by

5+

editorial volunteers
w/ focused roles & ownership



I Also Feel Behind on AI, and I'm a Senior PM Leading an AI-Powered Product



Nelson Jong

Recruiter Insights: 3 Things a Frontier AI Company Is Looking For When They Interview



Heidi Rom

My AI Cheat Code: Using Zapier, LLMs & APIs to Collapse A Manual Day into Two Automated Hours



Samara Ali

Product Star Spotlight: Boma Tai-Osagbemi, HelloFresh's Global Director of Product Management



Abiola Apooyin



+250%
increase...

**unique readers
total views
time spent per post**

YoY
so far...

COMMUNITY

Slack Community

A more active, better-organized community. A Slack re-org and experiments with new channels drove growth in both membership and active engagement this year.

3,117

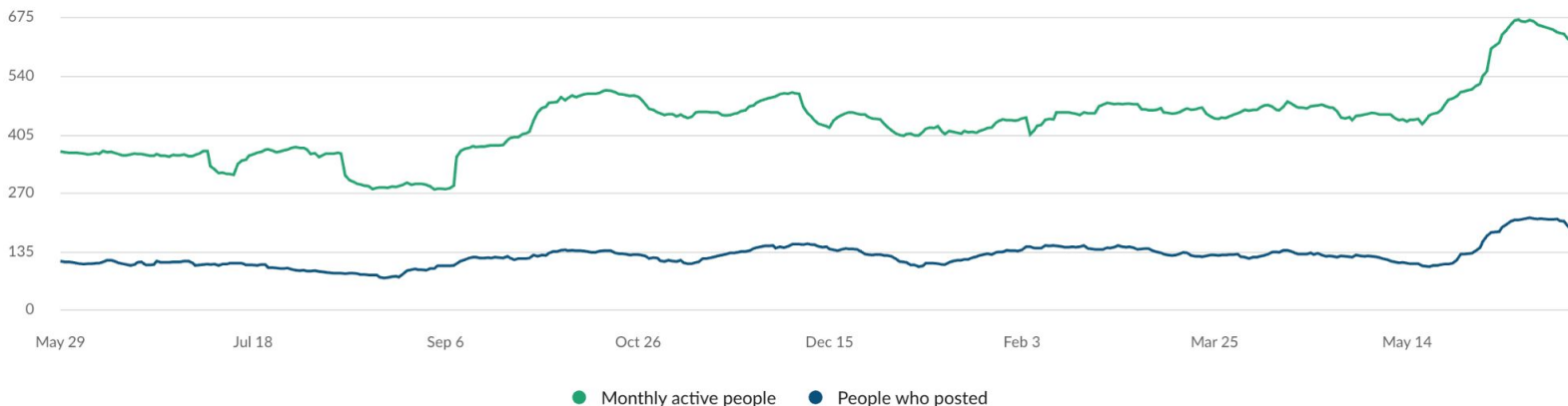
Slack members from 2,146

+45%

YoY member growth

20%

monthly active rate up from 16%



TORONTO PRODUCT CON • YEAR 1

Toronto Product Con

***The goal:** break even, learn how to produce a conference, and build the TPMA infrastructure to run future ones. We cleared all three.*

46.4%

operating margin
vs. a 5% goal

411

attendees

30+

speakers

30+

unconference
sessions

25+

volunteers &
core team





Financial Statements Review

FY26 Financial Scorecard

TOTAL REVENUE

\$117,222

+189% vs FY25

FY25 \$40,497

NET SURPLUS

\$55,663*

+329% vs FY25

FY25 \$12,980

CASH ON HAND

\$96,200

+139% vs FY25

FY25 \$40,168

NET MARGIN

47%

+15 pts vs FY25

FY25 32%

** Net surplus does not cover full conference cost and revenue, which are broken out on the conference slides.*

Programs + Conference Lead Growth

PROGRAM	FY25	FY26	CHANGE
Conference (TPC)	\$0	\$59,855	new
Mentorship	\$9,800	\$23,543	+140%
Workshops	\$5,098	\$13,059	+156%
Monthly Meetups	\$16,861	\$11,550	-31%
Membership Dues	\$3,060	\$7,893	+158%
Sponsorship	\$2,000	\$5,500	+175%
ProductTO	\$0	\$4,265	new
Leadership Series	\$3,375	\$1,794	-47%

Growth is broad, not just the conference.

Strip out conference tickets entirely and revenue still grew roughly 80% year over year. Mentorship, workshops, and meetups all scaled.

THE TAKEAWAY

Membership dues are now a small slice of income. The association is funded by the programs it runs, not by fees.

FY26 Target vs Actual

GOAL	TARGET	ACTUAL	STATUS
Program Revenue	\$60K	\$117.2K	Exceeded
Net Surplus	~\$20K	\$55.7K	Exceeded
Paid Staff Integration (Rev:Cost)	2:1	~4:1	Exceeded
Cash on Hand	\$80K	\$96.2K	Exceeded

WHERE THE REVENUE CAME FROM

Conference Financial Summary

TOTAL CONFERENCE REVENUE

\$63,855

NET CONTRIBUTION

\$29,637.8

NET MARGIN

46.4%

Total Ticket Revenue	\$59,855
Total Sponsorship Revenue	\$4,000
Total Conference Revenue	\$63,855
Direct Costs (COGS + Coordinator)	\$34,216.91
Net Contribution	\$29,637.8

WHERE THE COSTS CAME FROM

Conference Cost Breakdown

Catering \$11,170

Coordinator (Staff) \$10,524

Speaker \$4,664

Facilities \$3,716

Marketing \$1,981

Miscellaneous & Printing \$1,162

Videographer \$1,000

TOTAL COST

\$34,217



The Future

WHERE WE'RE INVESTING

Investing in sustainable operations.

Program growth has outpaced what a volunteer-and-board model can sustain. Part-time paid roles handle the operational load, protect the volunteer model, and reduce burnout.



Mentorship Director (part time)

Funded



Events Coordinator (part time)

Funded



CEO (part time)

6 Month Trial



Social Media / Marketing (part time)

Next



The principle

Funded by program surplus
not by drawing down reserves.

Balanced with volunteer opportunity
staff handle core logistics so volunteers can explore strategic and experimental work

Reduces burnout
sustains programs without exhausting the board.

Reserves remain healthy at ~\$82K.

Future Plans

- Increasing operational scalability
- Improving communication and marketing consistency
- Scaling Mentorship Program to 3x a year
- Bigger Speakers for our Monthly Series
- GTA Regional Meet-ups
- Expanding Paid Membership Options
- Product Conference 2027



Election Results

Congratulations to our Newly Elected Directors



Andrew Williams



Rhythem Raswant



Joyce Liu



Cassandra Pennant

TORONTO

**PRODUCT
MANAGEMENT**

ASSOCIATION

Other Business



Close of Meeting



Thank You

WE NEED YOUR FEEDBACK

