# Kathryn Chang

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## SUMMARY

Senior Product Manager with 10+ years of experience delivering products from conception to launch in B2B, B2C, IoT, SaaS, eCommerce, Retail, EV, PropTech, and Sustainability sectors. Successful track record of developing go-to-market (GTM) strategies, building 0 to 1 and 1 to n products, and executing strategic product roadmaps to deliver customer-centric products.

Experienced in leading cross-functional teams and liaising between internal and external stakeholders for companies like Accenture, Arup, and Siemens with notable clients such as Snowflake, TripAdvisor, Boeing, Rockefeller Foundation, Yum! Brands KFC, Chick-fil-A, Walt Disney World Downtown. Portfolio: kathrynwchang.com

## SELECT PRODUCT EXPERIENCE

**Puraclenz**                                                                                                    **Apr 2023 – Jul 2024**
**Product Manager**
- Designed and implemented a comprehensive go-to-market strategy for B2C IoT eCommerce startup
- Managed end-to-end product roadmap and set strategic direction for integrations including website migration and new features such as subscriptions, affiliates, referrals, and customer reviews
- Recruited, hired, trained, and managed overseas contractors to build a user-centric ecommerce website
- Conducted extensive market analysis and user feedback to guide the iterative design process and enhance user experience and satisfaction ratings for mobile and web platforms

Key Achievements:
- Launched 3 IoT products, integrating mobile app controls to improve user interaction and hardware functionality
- Increased up-sells 43% and on-page conversion rate 400% with strategic A/B testing, analyzing performance data, and re-designing the site's UX, content, and website architecture
- Improved NPS from 5 to 8 (along with Amazon rating from 3.1 to 3.8 stars) and grew sales 20% by conducting user interviews, collecting user surveys, and analyzing heat maps to inform UX and UI optimizations
- Reduced customer acquisition cost (CAC) 29% by using generative AI tools to streamline workflows and automate content creation for marketing scalability on social media and digital marketing platforms

**Siemens**                                                                                                    **Apr 2021 – Jul 2022**
**Product Manager**
Deployed B2B & B2C IoT workplace solutions to clients like Snowflake, TripAdvisor, Entergy (utilities company), and NYK Group (freight shipping company)
- Led a 10-person offshore engineering team in implementing API integrations to enhance system connectivity
- Collaborated cross-functionally with engineering, marketing, and customer support to define product specifications and roadmaps to ensure alignment with customer needs and business goals
- Aligned product development with customer needs and OKRs by overseeing feature prioritization and trade-offs
- Conducted weekly reporting of key performance metrics to C-level executives, providing critical data insights that informed strategic decision making

Key Achievements:
- Increased adoption rates 30%+ by implementing targeted user engagement strategies and refining product features based on customer feedback to improve user satisfaction and retention.
- Managed the end-to-end implementation of 37 smart workplace IoT SaaS solutions across 800+ sites
- Promoted with added scope of responsibilities after 12 months

**Project Consultant**                                                      **Sep 2016 – Apr 2021**
**Companies:** Delos, O'Brien360, Mountainlake Investing
- Served as liaison between technical and non-technical stakeholders to ensure alignment on project objectives, timelines, and deliverables aligning efforts with broader company goals for strategic growth
- Spearheaded WELL certification projects and led a 5 person team overseas while curating smart home and wellness products for custom homes and real estate developers
- Collaborated with internal and external stakeholders to manage expectations, gather feedback, and execute on strategic roadmaps to ensure alignment with company objectives

Key Achievements:
- Reduced water usage 50% and energy 30% (on average) by leading 15 LEED green commercial building projects
- Successfully negotiated a $3M contract with a major real estate development project, securing key terms that minimized risk and maximized profitability to drive substantial revenue growth for Delos
- Completed and delivered 7 residential and commercial renovation projects ahead of schedule and under budget

**Parkingshare Tech**                                                      **Oct 2015 – Sep 2016**
**Co-Founder, Head of Product**
- Founded and launched a 0-1 B2C mobile app to address workplace mobility challenges, including EV charging
- Directed all aspects of MVP product development, UX design and prototyping, securing pre-seed funding, and taking the app from concept to market
- Developed and launched a smart parking app enabling parking garage access, parking reservations, and payments
- Championed continuous product improvements based on real-time user feedback and analytics, driving product enhancements that aligned with evolving market needs and technological trends

Key Achievements:
- Successfully raised pre-seed funding to implement a MVP prototype in a major Shanghai Shopping Center for 70 parking spaces, increased parking revenue by 2.3x through capture of off-peak underutilized spaces

## OTHER PROFESSIONAL EXPERIENCE

**Arup (Project Manager)**
- Delivered 17 LEED-awarded projects, improving building performance across 8.7 million square feet

**Accenture (Consultant)**
- Enhanced process efficiency for large enterprise companies by 50% through successful ERP system integrations
- Implemented 4 full life-cycle SaaS SAP projects across healthcare, IT, retail and government sectors

## EDUCATION, CERTIFICATIONS, & ACCREDITATIONS
**University of Texas at Austin** Master of Architecture, Emphasis in Sustainability
**Rensselaer Polytechnic Institute** BS in Industrial and Management Engineering
**University of Washington** Commercial Real Estate
**Product School** Artificial Intelligence (AI) for Product | Product Management | **General Assembly** UX Design
**LEED AP BD+C** GBCI (2013 – Present) | **WELL AP** IWBI (2017 – Present)

## KEY SKILLS & TOOLS
**Skills:** Agile Methodologies, User Interaction (UI) Design, User Experience (UX) Design, Roadmap Development, Design-Thinking Approach, Cross-functional Team Leadership, SaaS Web and Mobile Development, Data Analytics
**Tools:** Salesforce, Jira, Confluence, Miro, Figma, Slack, Trello, Notion, Airtable, Smartsheet, O365 Suite, Product Board, Google Workspace Apps, MS Project, Adobe Photoshop, Illustrator, InDesign, AutoCAD, Revit, SolidWorks, SketchUp, Bluebeam, Open AI, ChatGPT, PropertyRadar, Follow Up Boss, Enterprise Resource Planning (ERP)

**Languages:** English, Mandarin Chinese (Fluent)