

Product Innovation Consultant

Throughout my 8 year career, I've held Product Consulting roles focused on identifying opportunities to leverage technology solutions to increase revenue, better engage consumers, and retain market share in an ever evolving technology driven world. My roles have been two fold, straddling my experiences in both business strategy consulting and technical product management.

On the business side, I lead engagements focused on ideation, market validation, and modeling revenue projections to justify brand investments into developing new technology ventures.

On the product side, I lead teams of product managers, UX/UI designers, and engineers through engagements in rapid solution prototyping as well as developing internationally scalable platforms that integrate with existing systems.

Prior to Sidebench, I consulted through Fate Lab while co-founding my own startup, FanBacked. At FanBacked, working with my CTO / partner we developed a scalable fundraising platform from idea to launch in three months that drove \$1.5M in contributions to various projects on our site in the first 18 months of operation. I was responsible for leading client facing communication, documenting product specifications, prototyping wireframes, and tracking key metrics used for testing product hypotheses.

The majority of my technical skills have been either self-taught or from working with engineering teams learning development best practices and methodologies. My product experience expands across multiple verticals: Healthcare, E-Commerce, Ad-Tech, CPG, Education, and Entertainment Brands. Though my development skills are limited to basic prototyping and coding has never been my primary role, I am able to grasp and detail complex product requirements for both front and backend technologies.

My experience in the past year at Sidebench has been more heavily focused on product innovation consulting; architecting new ventures for our enterprise partner brands: Red Bull, Sony, NBC Universal, Oakley, PBR, IE Health Plan, and the American Heart Association. Leveraging my business acumen in rapid solutioning sessions, I am able to quickly identify market trends and research potential opportunities for our enterprise partners to develop new strategic ventures in their industry. An analytical background helps me grasp complex financial models and draft simple revenue projections to justify enterprise investment into new technology initiatives. Having an entrepreneurial spirit since I was a child has helped me work well with companies of all sizes that need a well-rounded team member that can think critically about a new market, identify KPIs, research and define potential entry points, and ultimately present a product roadmap & business case justification for a technology investment.

I look forward to connecting to discuss in more detail how I plan to be a valuable asset to your team!

Thanks,
Jay Chang
Jay@JayDChang.com