

Jonathan (Jay) Chang

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SUMMARY

Jay is a Partner & Head of Product Innovation at Sidebench, an LA based Corporate Innovation Lab, and an advisor to the USC Blackstone Launchpad Incubator. He's also an avid foodie & chef publishing as @BehindTheKnife on Instagram.

Excels at Product Innovation, Rapid Prototyping, Market Validation, Business Model Analysis, Technical Project Management

EXPERIENCE

Sidebench Studios, Head of Product Innovation - Corporate Innovation Lab JUNE 2016 - PRESENT

- Leading structured client engagements for concept ideation, market validation, and revenue model analysis building business cases for leading brands to justify investment into developing new technology ventures
- Product Development focus staffing and directing teams of product managers, UX/UI designers, and engineers that are focused on rapid prototyping as well as developing internationally scalable mobile and web platforms
- Select Clients: Sony Pictures VR, Red Bull, NBC Universal, Inland Empire Health Plan, American Heart Association, Facebook, Andreessen Horowitz, Cedars Sinai, Oakley, Pabst Blue Ribbon

@BehindTheKnife, Editor in Chief - Instagram Culinary Curator MAR 2016 - PRESENT

- Grew an organic audience of 25,000+ engaged followers on Instagram in 12 months averaging 500+ likes per post

University of Southern California (USC), Product Venture Consultant - Blackstone Incubator MAY 2015 - PRESENT

- Advise university ventures in product development and product marketing - leading workshops and 1 on 1 coaching focused on product market fit, business model analysis, market validation, and documenting a technical roadmap
- Created the Incubate.USC.edu web portal; the definitive guide to the entrepreneurial ecosystem at USC

Fate Lab, Senior Product Consultant - Venture Studio OCT 2013 - DEC 2015

- Primary point of contact for clients from initial ideation, documentation, and prototyping to final product delivery
- Multidisciplinary role as liaison between CEO and CTO leading cross collaboration in client discovery workshops

FanBacked, Head of Product – Entertainment Fundraising Platform APRIL 2014 - DEC 2015

- Co-Founded a white label community platform from conceptual mockups to design and implementation.
- Developed product specs, UX wireframes, user stories & metrics for testing product hypotheses
- Drove \$1.5M in revenue to projects on the platform (Rob Zombie, Slash, WuTang) in the first 18 months of operation

JayDChang.com, Product Innovation - Internet Business Consultant JAN 2009 - JUNE 2016

- Technology business consulting & product management services provided for enterprise, startup, and small business clients throughout an 8 year career focused on strategic technology implementations and new venture development
 - Maintained 1st position on Google for “Internet Business Consultants in Los Angeles” from 2009-2013
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AWARDS & SPEAKING ENGAGEMENTS

Standing Guest Lecturer, University of Southern California JAN 2016, AUG 2016, JAN 2017

Leading a semesterly Product Innovation seminar focused on ideation, concepting, user testing, & product development

Techweek LA, Glendale Tech Week SEPT 2016

Facilitated a discussion panel on Corporate Innovation Labs & Enterprise Investing in New Ventures focused on mitigating risk, identifying opportunities, rapid prototyping, and leveraging existing market share

Asian Professional Exchange: APEX 501(c)(3) non-profit, Los Angeles Chapter MAY 2016

Fireside chat with members of APEX on entrepreneurial journey, product development, and the LA startup scene

Student Recognition Award, University of Southern California MAY 2009

Awarded to graduating seniors who excelled both inside and outside the classroom, and who have made a significant difference through outstanding leadership, volunteerism, and commitment to both campus and community

EDUCATION

University of Southern California GRADUATED MAY 2009

Gordon S. Marshall School of Business

Bachelors of Science in Business - Global Leadership Honors Program Concentrated in Entrepreneurial Business

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
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