Jay Chang
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Product Management Consultant

Throughout my 8 year product management career, I've lead client engagements across a wide spectrum of industries (Adtech, Ecommerce, Media, CPG, and Digital Health). Until this point, I've sought out opportunities where a multidisciplinary background can keep me constantly learning and evolving my skill set across a range of technologies I've worked in to date (Native & Cross Platform Apps, Web, IoT, and AR/VR). In the past year alone, I've explored projects in AR/VR, IoT, Machine Learning, and most recently, Blockchain. For the past year, I've lead our Blockchain R&D efforts internally at Sidebench where we've been working on two proof of concept products we will use to help visualize and articulate practical applications of blockchain to our clients in the insurtech and last mile logistics industries.

In my current role as Head of Product Innovation at Sidebench, I've developed rapport working with executives at larger brands (Sony VR, Red Bull, Facebook, and The American Heart Association) through a variety of engagements. My focus is two fold in both leading development execution as a product manager and managing expectations of enterprise executives through complex technology deployments. Balancing the line between being technically adept and business savvy has been key in helping me clearly articulate business cases and technical constraints across the products we've developed for our clients.

On the business side, I lead engagements focused on ideation, market validation, and building business cases for the brands we work with to justify their investment into developing new emerging technology ventures. On the product side, once a solution has been sold, I lead a team of product managers, UX/UI designers, and engineers that are focused on rapid design and development prototyping through innovation sprints.

Prior to Sidebench, I launched IncubateUSC at the University of Southern California where I was a Product Venture Consultant advising student and alumni startup ventures in business strategy, product, and marketing. I consulted with new and developing businesses to identify and define product market fit, build business cases for investment, and establish a true MVP. For growth stage ventures, I helped define and analyze key performance metrics to improve their product from conversion funnel optimization to user research and testing to improve usability.

Prior to USC, I consulted as product lead at Fate Lab taking on a number of different client engagements in fashion, technology, and media. Prior to Fate Lab, I started, FanBacked, an enterprise crowdfunding platform built "white label" on an API based Ecommerce engine. We developed unique features that increased fan engagement and made a crowdfunding site built on ecommerce principles to retain customers and increase individual sales. We drove $1.5M in contributions to projects on our site in our first 18 months of operation. Our average per user contribution was more than $100 in repeat transactions, on average 25% higher than typical crowdfunding site conversion.

I look forward to discussing in more detail how I can be a valuable asset to your team both in this role and as a versatile member of the tech community with a wide range of experiences.