

Jay Chang

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WORK EXPERIENCE

Sidebench, Head of Product – Corporate Innovation Lab - ‘17 Inc. 5000 (#329) June 2016 to Present

- Identify and define key business cases to justify investment into emerging technology solutions for our enterprise clients
- Ownership of all aspects of client prospecting, management, and expansion of existing accounts with Fortune 1000 executives
- Manage a team of 15 Product Managers, Designers, Technical Architects, and Business Analysts
- Drive emerging technology R&D projects in Blockchain, Machine Learning, Augmented and Virtual Reality
- Lead strategic consulting engagements for enterprise partners: Red Bull, Sony VR, Andreessen Horowitz, Facebook, NBC Universal, the American Heart Association, the Inland Empire Health Plan, and Cedars-Sinai Hospital

University of Southern California, Product Advisor – USC Blackstone Incubator May 2015 to Present

- Advise university ventures in product development, user acquisition, and go to market strategies
- Define KPIs for startup ventures from initial product testing through growth, UX design, & conversion optimization
- Launched the [IncubateUSC](#) platform, the most trafficked and definitive guide to the entrepreneurial ecosystem at USC

FanBacked, Head of Product – Enterprise Crowdfunding Platform April 2014 to Dec 2015

- Co-Founded an enterprise crowdfunding platform built on Ecommerce principles for scalability & volume transactions
- Developed product specs, wireframes, and user stories & defined metrics for testing product hypotheses
- Drove contributions of \$1.5M to projects on the platform (Rob Zombie, Slash, WuTang) in the first 18 months of operation

FateLab, Senior Product Manager – Venture Studio Oct 2013 to Dec 2015

- End to end role; main point of contact for clients and internal team members from onboarding through product delivery
- Collaborated with development and design resources to launch new ventures in fashion, technology, and new media industries

Centerfield Media, Senior Product Manager – Lead Gen / Ad Network May 2011 to May 2012

- Research and detail product specifications for a portfolio of Lead Gen Websites (Dating, Finance, and Education Verticals)
- Lead PM on ([Clicks.net](#)) – lead vertical expansion, product optimization, maintained product backlog, and weekly SCRUM
- Focus on user acquisition and conversion metrics optimizing product features to generate positive revenue from traffic
- Managed Team of 2 PMs & 8+ Developers - Agile iterative releases, JIRA Master, Lead Weekly Scrum / Standups

JayDChang.com, Product Manager Consultant – Internet Business Consultant Jan 2009 to June 2016

- Technology innovation and product management services provided to 20+ clients throughout the past 5 years
- Developed inbound lead strategy, optimized for SEO ranking 1st for Internet Business Consultant on Google from 2009-2013
- Execute development and growth strategy for a variety of companies both online & brick and mortar in many industries

Channel Factory, Product Marketing Manager - AdTech B2B Video Marketing Platform

- Bridge product and sales teams prioritizing features in the product roadmap by business case & operational need
- Strategize with the executive team to define product features in roadmap as marketing and sales benefits for potential clients
- Clients included: Red Bull, Sony Pictures, Nestle, Ebay, Intel, Universal, Toshiba, TBS, BuzzFeed, Toyota, McDonald's

Battery Technology Inc (BTI) Director of Product (Ecommerce) – Consumer Electronics OEM Dell / Toshiba

- Lead the development and marketing of Amazon stores and Ecommerce sites owned by Battery Technology Inc
- Product & Marketing role focused on direct to consumer sales of consumer electronics team generating 2M+ yearly revenues
- Developed proprietary Amazon listing generating application to simplify and automate the creation of product listings

EDUCATION

University of Southern California Graduated May 2009

Gordon S. Marshall School of Business

Bachelors of Science in Business - Concentrated in Technical Entrepreneurial Businesses and Product Marketing

AWARDS AND HONORS

2009 Student Recognition Award – awards 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

SKILLS, TRAITS, AND APPLICATIONS

Skills – Client Management • Blockchain • Product Strategy • Agile Product Management • Design Thinking

Traits – Detail Oriented • Problem Solver • Self-Motivated • Entrepreneurial • Flexible • Open Minded • Positive

Applications – Decentralized Architecture • Slack • JIRA • Photoshop • Sketch • Google Suite • WordPress

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.

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.

Thanks,
Jay Chang