

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 enterprise technology solutions for our 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 technology 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 Consultant – 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 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