

JIANBIAO CHEN

Senior Product Manager

LinkedIn: [linkedin.com/in/jianbiaochen](https://www.linkedin.com/in/jianbiaochen) | Portfolio: jianbiaochen.com

jc@jianbiaochen.com

185-2170-5157

Shanghai, CN

PERSONAL SUMMARY

Data-driven product manager with 8+ years building B2B products across e-commerce, advertising, and logistics. Repeatedly takes products from concept to market, scaling an MVP to 12,000+ users while driving a 160% increase in freemium-to-paid conversion. Specializes in turning operational inefficiencies into scalable solutions, combining technical depth with business instinct to leverage AI and data pipelines for sustained growth.

PROFESSIONAL EXPERIENCE

AI Training Specialist (Contract)

Dec 2025 – May 2026

Handshake AI

Irvine, CA

- Evaluate large language model (LLM) outputs against task requirements, identifying process risks and quality gaps in business logic, success criteria, and instruction adherence across the AI training data workflows.
- Analyzed training tasks, reference materials, and deliverables to assess execution feasibility and surface ambiguous requirements before downstream use.
- Translated data quality issues into actionable feedback that improves data clarity, reduces rework, and strengthens model performance on complex knowledge-work tasks in marketing domain.

Senior Manager, Digital Products

Jun 2023 - Oct 2025

Singapore Ship Industry & Trading

Shanghai, CN

- Owned product portfolio across vessel service operations and sales enablement at a B2B logistics services company, leading a 10-person cross-functional team to deliver workflow automation and data platforms.
- Led discovery across operations, customers, and regulators to identify workflow and compliance gaps and prioritized the roadmap by customer impact, implementation risk, and effort.
- Partnered with engineering to define data models and ingestion pipelines that supported phased product rollouts.
- Drove the end-to-end delivery of an IoT-based vessel service platform (web & mobile) that digitized fragmented multi-stakeholder service workflows to replace legacy email coordination, enabling a 23% relative lift in service contract renewals.
- Doubled monthly pre-qualified leads by launching a lead intelligence platform that automated port traffic monitoring, vessel data analysis, and rule-based lead qualification, cutting non-selling time by 50%.
- Built a scalable lead-to-outreach workflow that automated maritime data extraction, email validation and rule-based email outreach via Python and third-party integrations, driving a 45% increase in monthly Sales Qualified Leads (SQLs) while eliminating manual sales prospecting.

Head of Product

Aug 2018 - Jun 2021

Mushang Technology

Shanghai, CN

- Founding PM for a PPC optimization SaaS at an early-stage MarTech startup (2 funding rounds; acquired 2021).
- Scaled the product from MVP to 12,000+ signups and 509 active paid SMBs in 18 months, leading roadmap and execution to bridge the decision gap between ad-spend (ROAS) and ad-profitability (POAS).

- Architected core recommendation logic that modeled keyword signals with SKU-level margins to trigger ranked optimizations, and introduced approval and rollback controls to ensure user trust and data integrity.
- Improved early monetization by redesigning the initial campaign optimization flow and reducing setup friction, lifting 30-day freemium-to-paid conversion from 2.4% to 6.3% over 12 months.
- Analyzed funnel data and designed A/B experiments to resolve critical drop-off points and accelerate time-to-value, reducing monthly paid customer churn from 5.5% to 1.9% over 12 months.
- Led a data-driven Now-Next-Later roadmap using metrics and RICE/weighted-scoring to prioritize high-impact optimization types and low-risk automations, balancing rapid deployment with reliability and accuracy.
- Partnered with Sales to acquire and retain agencies/key accounts through deal support and feedback loops.

Product Manager

Sep 2017 - Aug 2018

Inxeption

San Francisco, CA

- Stabilized early-stage adoption and retained all 16 paid pilot customers during the initial rollout of a B2B e-commerce and logistics platform.
- Unified engineering, design and sales on a focused roadmap, balancing feature requests with long-term priorities.
- Spearheaded Looker dashboard prototyping and Python-based data pipelines, reducing ad-hoc reporting requests by 60% and accelerating analytics feature validation before native release.
- Redesigned onboarding and in-app guidance based on drop-offs and user feedback, reducing median time-to-first-value (store published) by 50% (14 to 7 days) and lowering onboarding support overhead.
- Led the end-to-end integration of multiple third-party APIs, including Stripe; managed vendor evaluation, technical scoping, and custom implementation to enhance platform functionality.

Senior Consultant

Aug 2015 - Sep 2017

IBM Consulting

New York, NY

- Drove Watson AI and blockchain initiatives from client discovery through PoC and MVP development.
- Led full-stack development of Hive (React Native/NodeJS/MySQL), an AI-powered internal talent platform for staffing and career development that helped secure a \$5M consulting engagement.
- Managed business analysis and stakeholder coordination for an enterprise cloud migration project spanning 9,000+ global servers for a leading advertising client.
- Promoted to Senior Consultant within 15 months and recognized with GBS Service Excellence and IBM Manager's Choice Awards for exceptional performance.

EDUCATION

Tsinghua University

Aug 2021 - May 2023

Master of Business Administration, Global MBA Program (with MIT Sloan)

Beijing, CN

Lehigh University

Aug 2011 – May 2015

Bachelor of Science in Industrial and Systems Engineering

Bethlehem, PA

SKILLS

Core: Product Strategy, Prioritization, Data Analytics, GTM Strategy, API Design, Certified Scrum Master (CSM)

Technical: Python, SQL, SPSS, Scikit-learn, Data Modeling, Sketch, Figma, Tableau, Looker, Jira, Postman