

EMILY WU

SENIOR AI PRODUCT MANAGER

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SUMMARY

Seasoned AI-native Product Manager with **10+ years** in tech and **3+ years** leading GenAI/LLM initiatives at Microsoft. Led end-to-end AI initiatives from mobile AI evaluation framework to AI-powered browsing experiences. Proven track record of shipping AI features that move usage, retention and engagement.

SKILLS

AI Product Management

LLM Evaluation

RAG

Prompt Engineering

Product Strategy

Growth

Cross-functional Leadership

Mobile / Web / SaaS

Consumer & Commercial

Product Design

EXPERIENCE

Product Manager II → Senior Product Manager (L62 → L64), Edge Mobile Microsoft, Suzhou

Apr 2021 – Present

Promoted twice in 5 years for exceptional impact on AI strategy, core experience and growth

AI & MOBILE AI STRATEGY

- Defined product vision, strategy and roadmap for **Edge Mobile AI** initiatives as lead PM, aligning cross-area owners on AI integration
- Built **mobile AI evaluation framework** from scratch: dataset generation, validation, evaluation pipeline, mobile UI automation, and AI feature evaluation
- Drove **Copilot** integration into core browsing: multi-tab RAG, tab auto-grouping, Copilot NTP, Video Copilot
- Defined AI feature success metrics and hill climb strategy to drive model quality improvement

CORE EXPERIENCE & GROWTH (LEAD PM)

- Owned end-to-end roadmap for core experience aligning Engineering, Design, Data and Marketing
- Led 1PP integration with Outlook Mobile and drove initiatives for a better Edge + Outlook cross-app experience; resulted in **+2.5M DAU** increase, **13M+ installs**
- Defined product strategy and growth plan for Edge iPad; redesigned core app experience to be simple, smart, productive and big-screen ready; resulted in **+30% DAU**, **+0.5pp D1**, **+1.3pp D7**, **+3pp D28** retention
- Revamped core user journey through data analysis, competitive analysis and user research; increased D1 & D7 retention and engagement

LEADERSHIP

- Company Women in Leadership program mentor; mentored **4 interns** and **3 junior PMs and devs** to become subject matter experts

Product Manager, Business Management Solution

Mar 2019 – Apr 2021

Sage Group, Singapore

- Built product strategy and roadmap across BMS portfolio in Asia
- Partnered with global banking institutions to integrate **AI-driven loan approval** and product recommendation into accounting & CRM systems, matching eligible businesses with suitable financial products
- Worked with cross-functional groups and 3rd party partners to ensure successful product launches

Lead Product Manager, Fintech & AI

Jan 2018 – Mar 2019

Silot.ai, Singapore

- Led **AI-powered fintech products** combining deep learning and rule-based models for KYC, customer onboarding and credit scoring; achieved **4x faster onboarding** and **80% reduction** in operation costs
- Drove 0 → 1 requirement analysis and product development in a fast-paced startup environment

Software QA Engineer II, Video Technology

Jan 2011 – Nov 2014

Cisco Systems, Shanghai

- Built China's first video solution performance test team (**3 engineers**); initiated demos to customers resulting in **\$1M** in deals
- Developed automation test scripts for load & scalability scenarios; designed large-scale test system architecture

SIDE PROJECTS & CONTINUOUS LEARNING

Reverie Diary: designed and built an iOS app for LLM-powered multimodal emotional journaling

DanceFlow: built a dance evaluation app using pose estimation and multi-dimensional scoring algorithms

SkillHub: built a discovery platform that aggregates and curates top AI agent skills, and GitHub trend analysis

AI Agent Systems: hands-on memory management, context pruning, multi-agent orchestration, etc

Active Builder: leveraging coding and design agents to rapidly prototype and ship MVPs

EDUCATION

Duke University, Fuqua School of Business | MBA, 2017

Zhejiang University | M.S. Software Engineering, 2011

Jiangxi Normal University | B.S. Software Engineering, 2009

ADDITIONAL

- › AWS Certified Solutions Architect Associate
- › PADI Open Water Diver; Swimming coach
- › Art enthusiast: 23 calligraphy competition awards; watercolor, oil painting; jazz dancer
- › Travelled extensively to 100+ cities across APAC, Europe and North America