

EMILY WU

Senior Digital Product Manager · Data & Analytics

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SUMMARY

Results-driven Digital Product Manager with **10+ years** in tech and **5 years** as Senior PM at Microsoft. Expertise in data-driven product strategy, BI/dashboard design, cross-functional leadership, and change management. Built AI evaluation frameworks, analytics pipelines, and KPI systems that drove measurable business impact. Strong technical foundation (CS Master's, AWS Certified) with proven ability to rapidly learn new industries and deliver digital transformation initiatives.

SKILLS

Product Strategy Data Analytics & BI Dashboard / KPI Design SQL / Data Engineering AWS / Azure Cloud Agile / Scrum
Cross-functional Leadership Change Management AI / ML Products UI/UX Design

EXPERIENCE

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

Apr 2021 – Present

Microsoft, Suzhou

Promoted twice in 5 years for exceptional impact on data strategy, product analytics, and growth

Data Products & Analytics

- Built **AI evaluation framework** from scratch: designed data pipelines for dataset generation, validation, and automated scoring — enabling data-driven quality decisions across 4 AI features
- Designed and maintained **product analytics dashboards** tracking DAU, retention, funnel conversion, and feature adoption KPIs; used insights to drive roadmap prioritization
- Built **AI feature funnel** (exposure → trigger → completion → retention) to identify drop-off points; data analysis led to smart nudge system that increased trigger rate by **+35%**
- Established **A/B testing framework** with primary/guardrail metrics; reduced experiment decision cycles from 2 weeks to 3 days

Cross-functional Leadership & Change Management

- Led Copilot Mode integration across **5+ teams** (Product, Engineering, Design, Marketing, Search) — defined universal metrics, set Non-Goals to prevent scope creep, and ran weekly Council Reviews
- Drove adoption of AI features through **contextual nudge + progressive disclosure** strategy, resulting in **+2.5M DAU** and **7-day retention +12%**
- Led iPad product strategy redesign: data analysis → competitive benchmarking → UX overhaul; achieved **+30% DAU**, **+3pp D28 retention**
- Mentored **4 interns** and **3 junior PMs/devs**; Women in Leadership program mentor

Product Manager, Business Management Solution

Mar 2019 – Apr 2021

Sage Group, Singapore

- Built product strategy and roadmap across BMS portfolio in Asia; conducted **build vs. buy analysis** for platform capabilities
- Partnered with global banking institutions to integrate **AI-driven product recommendation** into accounting & CRM systems, matching businesses with financial products
- Drove **change management** initiatives for digital solution adoption across enterprise clients

Lead Product Manager, Fintech & AI

Jan 2018 – Mar 2019

Silot.ai, Singapore

- Led **AI-powered fintech products** for KYC, onboarding, and credit scoring; achieved **4x faster onboarding** and **80% reduction** in operation costs
- Rapidly learned financial services domain from zero in **30 days**: expert interviews → business process mapping → MVP delivery
- Designed data ETL pipelines and predictive models for risk assessment in regulated environment

Software QA Engineer II, Video Technology

Jan 2011 – Nov 2014

Cisco Systems, Shanghai

- Built China's first video solution performance test team; developed automation scripts and large-scale test architecture
- Designed data collection and analysis framework for load & scalability testing; demos resulted in **\$1M** in deals

SIDE PROJECTS & TECHNICAL DEPTH

AI Agent Platform: built multi-agent orchestration system with data pipelines, observability dashboards, and automated evaluation

DanceFlow: built dance evaluation app using pose estimation + multi-dimensional scoring algorithms with real-time data visualization

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

Hands-on: SQL, Python data scripts, AWS deployment, vector databases, RAG pipelines, prompt engineering

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
- › Fluent in English and Mandarin; 5 years working in Singapore; cross-timezone team collaboration at Microsoft
- › Duke MBA — global perspective, strategic thinking, stakeholder management
- › Travelled extensively to 100+ cities across APAC, Europe and North America