

# CHENG EN HSIEH

## Product Manager | AI & ML Products, B2B SaaS, E-commerce

London, UK | Right to work in the UK | chengen.hsieh197@gmail.com | +44 7352 134838 | linkedin.com/in/markhsieh1997 | chennxie.com

## PROFILE

Product Manager with six years across AI/ML, B2B SaaS and e-commerce, now in London with full right to work. Finds the commercial constraint before engineering time is committed, then tests it hands-on with data, model evaluation and agentic tooling (Claude Code, Codex). Ships AI products that move conversion, AOV and operating margin.

## CORE SKILLS

**AI & Data:** AI product management, recommendation and personalisation systems, LLM-based workflows, model evaluation, A/B testing, data pipelines, Google Analytics 4

**Product & Delivery:** Product strategy, roadmap, discovery, PRDs and product requirements, user stories, user and market research, prioritisation, GTM strategy, OKRs, Agile, Scrum, sprint planning, stakeholder management, cross-functional leadership, JIRA, Figma, Miro, B2B SaaS, B2B2C, e-commerce, customer experience, UI & UX

## PROFESSIONAL EXPERIENCE

### Product & Growth Lead, Operations | Banyan Digital Limited

London, UK | Hybrid | Apr 2026 – Jul 2026

- Diagnosed manual content production as the binding constraint on publishing velocity, then shipped 5 AI automation workflows (Claude Code, Codex) across generation, distribution and a data feedback loop, doubling output from 5 to 10 multi-format pieces (copy, cover, video, image editing) per editor-day at constant headcount.
- Owned the end-to-end growth roadmap for a UK platform with 127k+ monthly active users across the UK, the Americas and Asia, prioritising acquisition, activation and conversion against engagement quality rather than raw traffic.
- Rebuilt SEO and analytics measurement in Google Analytics around behavioural funnels, sustaining 9m 33s average engagement time per active user and showing which audience segments actually converted.

### Product Manager | Juksy Digital Media Co., Ltd.

Taipei, Taiwan | Hybrid | Apr 2024 – Aug 2025 | promoted to Product Manager within 9 months

- Identified editorial throughput as the company's core margin constraint and built an AI content pipeline (Google Trends ingestion plus an internal model tuned to brand voice), lifting output from 3 to 20+ articles per editor per day while keeping human editorial review in the loop to protect quality.
- Took a B2B2C SaaS platform from problem definition to shipped MVP as sole product manager, authoring the product vision, roadmap, PRDs and user flows, and scoping v1 against what the business could realistically monetise in year one.
- Architected payment-gateway integration and API integrations across Google Sheets, LINE Official Account, OpenAI and Anthropic — centralising enterprise tooling behind a single membership system and cutting manual operations 80%, from 5 hours per week to 1.
- Ran cross-functional agile delivery with engineering, design, sales and C-suite stakeholders, introducing weekly stand-ups and a milestone tracking system that held 100% on-time delivery.

### Product Specialist & Domain Expert | Rosetta.ai

Taipei, Taiwan | Remote | Feb 2021 – Apr 2024

- Built a 10,000+ attribute taxonomy from consumer market research across fashion, beauty and essentials, forming the labelling layer the AI recommendation model ranked against.
- Segmented a 1,000+ client base to find where personalisation created the most commercial value, then concentrated rollout on early adopters migrating from zero personalisation, a cohort that averaged 660% annual revenue growth, with the strongest accounts reaching 250% AOV growth and 350% CVR uplift.
- Owned the product lifecycle for the AI recommendation and personalisation product from data infrastructure through A/B testing and production rollout, partnering with engineering and data science to cut inference response time by 43%.

Earlier experience: Project Manager (Freelance, concurrent), Taipei, Oct 2020 – Mar 2023 · Purchasing Manager, MAKALOT, Mar – Aug 2020.

## SELECTED SIDE PROJECTS

**Credit-card rewards search** — Live product ranking 28 cards on net reward including FX fees, caps and registration rules; a scheduled AI agent re-checks card terms daily and commits corrections autonomously. Sole product, build and operations.

**Daily Brief** — Personalised briefing bot. Redesigned a per-reader LLM pipeline into shared research plus per-reader write-up, holding cost roughly flat as readers scale.

**Travel Radar** — Flight price agent. Two flight-data APIs shut down mid-build; cut multi-city from v1 rather than ship a feature that fails silently, and redesigned the trip around split tickets to reach the same outcome.

## EDUCATION, CERTIFICATIONS & LANGUAGES

BA Fashion Marketing, Fu Jen Catholic University, Taiwan | Sep 2015 – Jun 2019

Google Analytics Certification, Google Ads Display Certification, Google Ads Search Certification.

Mandarin – Native/Bilingual | Taiwanese – Native/Bilingual | English – Fluent