

Jay Chang

(832) 661-5367 • JAyDC393@gmail.com • linkedin.com/in/jaydchang

A user driven product leader on a mission to grow communities around the world.

OVERVIEW

In tech product roles for the past 10 years, I've built and led go-to-market for emerging technology products consulting for Fortune 500 enterprise brands. I thrive in cross-functional roles aligning teams to create unified product positioning and messaging across channels that resonates with customer needs. I'm creative, thoughtful, and thorough in my work.

Passionate: I believe in a vision, back it up with data, and can build presentations to influence stakeholder decisions.

Versatile: I thrive in both deep technical and business strategy conversations, thinking holistically about customer needs.

Collaborative: I excel working with multidisciplinary stakeholders driving alignment through unified product goals.

HIGHLIGHTS

- Led ground up go-to-market & product strategy for one of the largest developer platforms in the blockchain industry.
- Built cross functional teams scaling a hyper growth blockchain company from 30 to +300 employees in 3 years.
- Extensive technical hands on product experience working and communicating with engineering stakeholders.
- Product management lead at two emerging tech product consulting firms. One was acquired by BCG Digital Ventures.

SKILLS & TRAITS

Skills – Tech Product Management • Technical Writing • Go-to-Market Strategy • Written/Visual Storytelling

Traits – Entrepreneurial • Detail Oriented • Creative • Organized • Communicative • Collaborative • Positive

Stack – Lucid Chart • Trello • G-Suite • Mailchimp • Google Analytics • HotJar • MixPanel • Optimizely • Figma

WORK EXPERIENCE

Block.one, Product Marketing Director – **Blockchain Developer Platform** Feb 2018 to Present

- Led go-to-market strategy scaling one of the largest SAAS blockchain platforms in the world from the ground up.
- Go-to expert for market insights, industry research, and customer feedback for stakeholders across the business.
- Owned omni channel content strategy from high level messaging to competitive positioning & feature differentiation.
- Created decks, one sheets, and sales enablement content for an enterprise sales team supporting multiple product lines.
- Built frameworks for cross functional collaboration that streamlined communication between global teams.
- Grew with the company from 30 to more than 300 employees and established an LA based office that led multiple global product launches tracking ROI and campaign performance from product, sales, and marketing data sources.

Sidebench, Partner & Head of Product – **Corporate Innovation Consulting** June 2016 to March 2018

- Award-winning LA-based design and product consulting firm, named #329 on the Inc 5000 list.
- Partner with senior executives at B2C enterprise brands to evaluate build / buy and launch of technology solutions.
- Managed a team of Product Managers, Designers, & Engineers to build and launch enterprise applications.
- Launched Ghostbusters in Mobile VR, a consumer selfie Drone hardware product, and an AR Kit prototype.

FateLab, Director of Product – **Venture Studio (Acquired by Boston Consulting DV)** Oct 2013 to Dec 2015

- Drove partnership relations with proprietary clients through conception, development, and launch phases.
- Acquired by Boston Consulting Group Digital Venture for experience launching products in emerging tech.
- Led product development of original social commerce mobile app with CEO and CTO to acquisition.

University of Southern California, Venture Consultant – Lecturer & Advisor March 2014 to June 2016

- Advise seed stage university ventures in product management, product marketing, and go-to-market strategy.
- Guest lectured in seminar classes on product strategy, launch strategies, messaging and customer acquisition.
- Launched the IncubateUSC platform backed by the Blackstone Investment Group & USC.

JayDChang.com, Product Manager Consultant – Founded Consulting Agency Jan 2009 to Oct 2013

- Built & launched multiple 0-1 mobile and web products for consumer social, e-commerce, and marketplaces startups.
- Hands on technical experience debugging, scripting, & front end development (HTML, CSS, Java).
- Cross-functional roles connecting founders, engineers, and marketing leading GTM and product roadmap strategy.
- Full product lifecycle experience from ideation through MVP definition and go to market product launch.

EDUCATION

University of Southern California - Marshall School of Business Graduated May 2009

Bachelors of Science in Business - concentrated in Entrepreneurial Technology Businesses and Marketing
2009 Student Recognition Award for outstanding leadership, volunteerism, and commitment to community

COVER LETTER

Throughout my 10 year career, I've led 0-1 products to a growth stage across a variety of industries with a focus on building emerging technology platforms for Fortune 500 companies. Enterprise consulting clients included: Major media companies, health insurance plans, hospital groups, a public drone company, and numerous global CPG brands.

I thrive as a core communicator between multi-functional teams seamlessly translating between engineering, marketing, and business stakeholders to architect go-to-market strategies and product roadmaps. I think holistically about product decisions gathering and analyzing consumer feedback and market data then synthesizing recommendations into stakeholder presentations with a thoughtful and compelling vision for a business's technology needs.

As Product Marketing Director at Block.one, I led go-to-market and product strategy for our blockchain data platform, EOSIO. I've become an industry expert and the voice of our customers owning our omni channel content strategy creating product positioning and messaging that's scaled to support a global organization. In 3 years, Block.one has grown to more than 300 employees and has become an industry leader, averaging 75% global market share of public blockchain activity.

I joined as the 2nd hire in marketing, reported to the CMO founder, and have positioned, authored, or reviewed almost all visual and written content about our platform over the last 2.5 years. From software release announcements to executive speeches at conferences, I led marketing initiatives across a variety of content types including: sales presentations, investor materials, explainer graphics, tutorial videos, one sheets, social posts, and CRM/email marketing.

Drawing on my consulting background working with stakeholders across enterprise brands, I've excelled at collaborating cross-functionally analyzing product data and market research to inform product strategies.

I look forward to an opportunity to discuss my past experiences and fit for the role.

Sincerely,
Jay Chang