JAMIESON YEE
GLOBAL PRODUCT LEADER

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SUMMARY

- Executive **Global Leader** with **15+ years of experience** and a **background in multi-industry product management and innovation** as well as building and executing **digital strategies**, focused on **digital transformation** efforts and innovative **product delivery**, leading to organizational **growth** and **multi-million-dollar revenue increases**
- Responsible for building and **launching Rihanna's Savage X Fenty brand**, growing from a concept to a successful business with **$500M revenue / EBITDA positive** and **1M+ subscription members**
- Directly responsible for **managing a global team** of over 50 product managers, 30 UX/UI designers, 150 engineers (onshore and offshore), and 35 QA manual and automation specialists (onshore and offshore), as well as **$500M in budgets**, developing and driving the organizational **technology strategy** for 5 brands
- **Recruited** to assist the record label struggling within the digital space, directing **key digital projects at all stages**, including conceptual planning, **product strategy**, **resource management**, and **final implementation**, launching **15 products** to expand **market share** and generate over **$22M in revenue**
- Responsible for the **product development** for **international websites and mobile offerings**, including 23 websites in 13 different languages, supporting a **42% YoY revenue growth** and **10X increase** in mobile transactions

SKILLS

- Digital Strategy
- Product Strategy
- Project / Program Management
- Innovation
- Digital Marketing
- Agile Software Development
- Cross-Functional Collaboration
- Leadership
- Team Culture, Development & Leadership
- Critical thinking
- Attention to detail
- Stakeholder Management

WORK EXPERIENCE

Skin Laundry
Chief Product & Technology Officer • Oct 2022 - Present
Industry: Medtech & Medspa

- *Responsible for developing Skin Laundry's proprietary technology - from concept to execution.*
- *Built the product and technology team, processes and roadmap pipelines that supported the business objectives*
- *Helped launch 50 retail med-spa clinics around the US, UK and UAE*
- *Developed and launched Skin Laundry's EMR platform to support the telemed and medical arm of the business*
- *Developed and launched their proprietary POS and Customer360 (CDP) platform*
- *Introduced AI / AR solution for skin analysis & treatment recommendations*

Savage X Fenty by Rihanna
SVP, Product & Innovation • May 2018 - Oct 2022
Industry: Fashion Retail & E-Commerce

- *Responsible for building and launching Rihanna's Savage X Fenty brand, growing from a concept to a successful business with $500M revenue and 1M+ subscription members*
- *Challenged the industry norms focusing on the concept of being all-inclusive, leading the organization from start-up to becoming a leading brand in the intimate industry*
- *Developed and directed the strategy for Savage X Fenty Fashion Shows on Amazon Prime and YouTube, expanding the customer base and supporting sales growth*
- *Led the innovation for Savage X Fenty's first 5 brick and mortar retail stores, securing locations in Las Vegas, Los Angeles, Houston, Philadelphia, and Washington DC within 3-4 months*
- *Created a 3D body scanning technology utilizing Augmented Reality and LiDAR sensors to capture data points around a person's body, providing more accurate measurements to recommend the correct fitting bra, resulting in a 72% lift in size accuracy*
- *Introduced award winning fitting room technology innovation providing customers the ability to shop directly from the fitting room while trying on products, integrating Live Shopping and Influencer content as well as customer reviews and UGC for the exact products being tried on, generating a 110% increase in conversion from the fitting room to checkout*

WORK EXPERIENCE

Techstyle Fashion Group

SVP Global Product & QA • Jan 2017 - May 2018
Industry: Fashion Retail & E-Commerce

- *Directly responsible for a global team of over 50 product managers, 30 UX/UI designers, 150 engineers, and 35 QA manual and automation specialists, as well as $50M in budgets, developing and driving the organizational technology strategy for 5 brands*
- *Designed product strategies ensuring alignment with the company's vision, mission, and goals, increasing corporate revenue*
- *Created measurement tools, dashboards, and reports, tracking various metrics on adoption and effectiveness of initiatives*
- *Redefined the global product methodologies and processes to ensure the highest team outcomes, maintaining consistent growth in revenue, contribution margin, operating profit, and EBITDA*

VP Product • Mar 2015 - Jan 2017

- *Oversaw the entire development lifecycle for 2 brands, including concept design, feature definitions, and production support*
- *Leveraged expertise to mentor and develop product managers, utilizing best practices and processes to maximize productivity*
- *Analyzed market trends, historical data, and customer feedback, recognizing, and utilizing consumer preferences and behaviors to adjust and enhance the digital customer experience*
- *Directed the development and successful launch of the Fabletics brand, introducing competition into the activewear industry with premium performance activewear*

Warner Music Group

Head Of Product • Apr 2013 - Mar 2015
Industry: Music & Entertainment

- *Recruited to assist the record label struggling within the digital space, directing key digital projects at all stages, including conceptual planning, product strategy, resource management, and final implementation, launching 15 products to expand market share and generate over $22M in revenue*
- *Collaborated with A&R and Marketing departments, establishing marketing initiatives promoting Warner Music Artists, Warner Brothers Records Releases, and Atlantic Records Releases*
- *Focused on maintaining and improving the organization's reputation and digital footprint within the markets served, launching an analytical platform, allowing artists and managers to see comparisons against other artists, sales, streaming, and downloads, expanding into the entire music industry*

Musstard

Co-Founder • Feb 2011 - Apr 2013
Industry: Fashion Retail & E-Commerce

- *Developed and launched e-Commerce and mobile product strategy, generating AUD 1.2M in the first year and building an international subscription base of 10K+ members*
- *Hired and led a successful e-Commerce team consisting of fashion buyers, marketing, PR, developers, content, and senior executives, managing and supporting the business strategy*
- *Established exclusive logistics partnerships providing 3-hour delivery, collect service, and choose your time slot service, launching services not yet seen in the Australian and New Zealand market*
- *Successful exit to group investor in Singapore*

AOL & Goviral

Consultant (contract) • Aug 2012 - Feb 2013
Industry: AdTech & Media

- *Worked with AOL executives on the product strategy and delivery of AOL's advertising.com product portfolio (now AOL Be On!), developing and implementing all UK commercial activities and achieving profitability goals*
- *Partnered with senior sales, engineering, and other business development executives, establishing best practices marketing initiatives and media positioning for vertical markets*

Head of Product - EMEA • Feb 2011 - Aug 2012

- *Developed Goviral's online video distribution platform that was used by advertisers and consumed by Goviral's 30 000+ publisher network*
- *Built and launched Goviral's proprietary analytics platform that showed performance across core KPI's for clients and publishers*
- *Created the first influencer / ambassador platform for social media influencers, athletes such as Kelly Slater, Rob Machado and brand campaigns such as Quicksilver's Dynamite Surfer*
- *Goviral was bought by AOL for $96.7 Million Dollars*

WORK EXPERIENCE

ITV
Senior Agile Product Consultant (contract) • Jun 2010 - Feb 2011
Industry: Television & Media

- *Performed deep dives on market trends and competitor performance, identifying gaps to update promotional strategies and maximize sales*
- *Functioned as the product and project lead on the high profile (£23 million) Youview project, performing as ITV's product representative amongst BBC, Talk Talk, Channel 4, and Channel 5*

Live Nation Entertainment & Ticketmaster
Product Manager - International E-Commerce • Jan 2008 - Jun 2010
Industry: Music & Entertainment

- *Leveraged benchmarks, product demonstrations, and testimonials from performance evaluations in conceptualizing and deploying enhanced product features and optimized implementation for use in marketing strategies*
- *Responsible for the product development for international websites and mobile offerings, including 23 websites in 13 different languages, supporting a 42% YoY revenue growth and 10X increase in mobile transactions*
- *Merged with Ticketmaster and was responsible of consolidating 8 ticketing systems into 1 global ticketing plaform*

Hewlett Packard
Product Manager - Commercial • Jan 2006 - Jan 2008
Industry: Technology

- *Expanded into new markets for the commercial business side of HP, growing the HP Mobile Workstation market by 18% QoQ*
- *Leveraged designated pricing models to create innovative pricing and marketing strategy for acquisition customers, leading to an increase in revenue and market share, including 10% YoY, P3 to P1 market share in Q2, Q3, and Q4 in 2007*

ADDITIONAL EXPERIENCE

gh0st.Ai
Board Of Advisors • Jan 2023 - Present
Industry: Technology & AI

- *Created key partnership with Apple for AI capabilities with Apple's Vision Pro.*
- *Attend regular board meetings to review organization performance, vision, direction and fundraising efforts.*
- *Work with CEO and CTO on tech vision, strategy and roadmap for generative AI initiatives*

Youtube Shopping
Advisory Board Member - Live Shopping • Oct 2022 - Present
Industry: Technology

- *Panel board member to advise the Youtube shopping business and technology teams*
- *Subject Matter Expert in retail and e-commerce space for Youtube Shopping*
- *Identify key brands to take part in Youtube shopping's digital offerings and partnerships*

EDUCATION

Bachelor Of Business
Australian Catholic University - Sydney • 2002 –2006

Bachelor of Science in Computer Science
Australian Catholic University - Sydney • 2002–2006

CERTIFICATIONS

Artificial Intelligence In Business Decision Making
MIT Sloan School Of Management • 2022

Certified Scrum Product Owner - CSPO
Scrum Alliance • 2010