



JAMIESON YEE

Global Product Leader

DETAILS

<https://www.linkedin.com/in/jamiesonyee/>

jamieson@jamiesonyee.com

+1 310 848 5958

PROFILE

Passionate and talented product leader with 15 years of experience delivering ground-breaking products to global markets. Cross functional team player who brings teams together to solve customer and business problems. Product expert who loves learning from users and analyzing data to define new opportunities and deliver results. Perseverant team member who thrives in a fast paced environment by driving alignment, filling gaps, removing roadblocks, and empowering success.

EMPLOYMENT HISTORY

SVP, Product & Innovation, Savage X Fenty, Los Angeles

MAY 2018 – PRESENT

- Launched Savage X Fenty from a concept in 2018 into a \$500M rev driving 1M+ member subscription business.
- Helped grow the business from a start up to becoming a leading brand in the intimates industry.
- Involved in strategy for 4x successful Savage X Fenty Fashion Show's on Amazon Prime.
- Launched Savage X Fenty's first 5 brick and mortar retail stores in Las Vegas, Los Angeles, Houston, Philadelphia and Washington DC.

SVP, Global Product & QA, Techstyle Fashion Group, Los Angeles

OCTOBER 2017 – MARCH 2020

- Lead and oversee a global team of over 50 product managers, 30 ux/ui designers, 150 engineers, 35 QA manual and automation specialists.
- Drove corporate revenue by creating product strategies that fit perfectly with company's vision and mission.
- Developed measurement tools, dashboards and reports to track metrics on adoption and effectiveness of initiatives.
- Maintained consistent growth in revenue, contribution margin, operating profit and EBITDA.
- Developed and redefined the global product methodologies and processes to achieve high outcomes from the teams

VP, Global Product, Techstyle Fashion Group

FEBRUARY 2015 – OCTOBER 2017

- Distinguished product issues and gathered information on customer experiences.
- Directed full development lifecycle, including concept design, feature definitions and production support.
- Mentored product managers on best practices and processes to maximize productivity.

- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance the digital customer experience.
- Oversaw development of high impactful product launches

Head Of Product, Warner Music Group, Los Angeles

APRIL 2013 – FEBRUARY 2015

- Directed key digital projects at all stages, including conceptual planning, product strategy, resource management and final implementation.
- Consulted with A&R and Marketing departments to manage marketing initiatives promoting Warner Music Artists, Warner Brothers Records Releases and Atlantic Records Releases.
- Orchestrated launch for 15 digital products to expand market share and generate over \$22M in revenue.
- Continually maintained and improved company's reputation and digital footprint in markets served

Co-Founder, Musstard, Sydney

FEBRUARY 2011 – MAY 2013

- Built key supplier relationships for fashion designer brands to build and distribute them in the Australian & New Zealand market.
- Formulated e-commerce and mobile product strategy. Ended on time and within budget generating \$1.2M AUD in its first year and built an international subscription base of 10 000+ members.
- Hired and managed a successful e-commerce team of fashion buyers, marketing, PR, developers, content and senior executives that manage and drive the business strategy.
- Developed exclusive logistics partnerships to enable services (3hr Delivery, Collect Service, Choose Your Time slot Service) not yet seen in the Australian & New Zealand market.
- Successful exit to a group investor in Singapore.

Head of Product, AOL, London

FEBRUARY 2011 – FEBRUARY 2013

- Lead the product strategy and delivery of AOL's advertising.com product portfolio (now AOL Be On!).
- Provided research and development on AOL's Ad Tech products to showcase benefits and retain customers.
- Achieved profitability goals by developing and implementing all UK commercial activities.
- Collaborated with senior sales, engineering, and other businessdevelopment executives to create best practices marketing initiatives and media positioning for vertical markets.

Senior Agile Product Consultant - Web Solutions Delivery, ITV Online & On Demand, ITV, London

SEPTEMBER 2010 – FEBRUARY 2011

- Consulted with product development teams to enhance products based on customer data.
- Monitored market trends and competitor performance and analyzed gaps to update promotional strategies and maximize sales.
- Developed ITV's first VOD internet connected player across Microsoft Xbox, Sony Playstation and Nintendo Wii.
- Responsible as the product and project lead on the high profile (£23 million) Youview project as ITV's product representative amongst BBC, Talk Talk, Channel 4 and Channel 5.

Product Manager - International E-Commerce, Live Nation Entertainment, London

MARCH 2008 – OCTOBER 2010

- Managed benchmarks, product demonstrations and testimonials for performance evaluation.
- Conceptualized and deployed enhanced product features and optimized implementation for use in marketing strategies.
- Managed product development cycle, including prototyping designs and coordinating mass production.

- Reviewed sales, customer concerns and new opportunities to drive business strategy at weekly planning sessions.
- Developed product documentation to communicate and align key components of upcoming features and products to internal teams.
- Owned prioritization and planning of Product Development for international websites and mobile offerings contributing to 42% YOY revenue growth and 10x growth in mobile transactions.

Product Manager - Commercial, Hewlett Packard, Sydney

JANUARY 2006 – MARCH 2008

- Directed planning, budgeting, vendor selection and quality assurance efforts.
- Responsible for contributing to an increase in PSG's profitability by developing new markets for the commercial business side of HP.
- Successfully grew and developed the HP Mobile Workstation market by 18% quarter on quarter
- Responsible for contributing in winning a big financial acquisition which transformed the blade workstation market (£50 million)
- Developed pricing and marketing strategy for Acquisition Customers through designated pricing models which lead to an increase in revenue and market share (10% YOY, P3 to P1 market share in Q2, Q3 and Q4 07)

EDUCATION

BA Business, Australian Catholic University, Sydney

JANUARY 2002 – JANUARY 2006

Major in Marketing and International Marketing

BA Computer Science, Australian Catholic University, Sydney

JANUARY 2002 – JANUARY 2006

LINKS

[Website](#)

SKILLS

Product Leadership

Innovation

Agile Software Development

Agile Methodologies

Product Strategy

Digital Marketing

HOBBIES

Surfing, Dirt Biking, Restoring Classic Cars, Flipping Houses

REFERENCES

Available on Request