

Pei-Ning Wang

San Francisco, CA

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Objective

Full-time, strategic product/program manager role in a high growth environment within software and hardware industries.

Experience

Bank of the West – San Francisco, CA

2017 to present

Product Manager – Digital Sales Channel, Online Account Open and Dotcom

- Product owner of Application Risk Management (ARM) engine which helps identify and authenticate customers, mitigate fraud, and manage the credit related risk of applications submitted through the digital channel. Also product manager on dotcom team supporting website publishing tools, marketing campaign offers platform, and ADA redesign.
- Responsible for creating, qualifying, and socializing charters for new projects both internally with LOBs, Compliance, Risk and Fraud Prevention, Contact Center and other teams, as well as externally with partners and 3rd party services.
- Driving negotiations with various vendors. For one such scenarios, successfully reached a renewal agreement at 10% the final cost (90% savings) as compared to the terms of the prior contract.

Intel Corporation – San Francisco, CA

2015 to 2016

Program Manager – New Devices Group, Wristworn BU, fitness and IoT devices, cloud data services

- Program manager across multiple wearable wristworn, IoT products under the Basis division. Managed products include apps to the consumer-based Basis Peak fitness band, Basis Peak user data for Enterprises, a security device used in identification and multi-factor authentication (100 user pilot), and future generation sport and fitness wearables.
- Responsible as project and scrum master for overseeing agile scrum, kanban, and waterfall processes for various teams.
- Advocate for process improvements & continuous integration. Configuring program tools, customizing Jira workflows.
- Acting product owner for features without product representation. Assisting current product owners to scope, write, and groom stories. Focus is on backend cloud platform, application software (iOS, Android, & Windows) and firmware.

Visa Inc., Foster City, CA - Contract

2014 to 2015

Technical Product Manager – Digital and Developing Markets, Innovation Group, mobile banking & contactless payments

- Managed front-end apps for Visa Digital Commerce App, a white-label mobile product, targeting small to medium sized banks. Product features include mobile alerts, card offers, contactless payments and banking transactions which leverage the Visa network. Specified design for the initial 1.0 and subsequent releases to 40+ client institutions.
- Owned requirements as product owner for 3 teams, comprising a total of over 12 developers and 5 QA internationally. The 3 mobile channels include native iOS, Android, and a Web Responsive design for desktop, mobile, & tablet devices.
- Collaborated with business partners on product roadmap. Worked with UX to socialize and gather requirements for each feature, determine UX flows, and prepare wires and mocks. Coordinated API integrations with multiple backend teams.
- Maintained multiple product backlogs per mobile channel, following a hybrid Agile/Waterfall process. Responsible for grooming items at a story, feature, and release-levels as well as communication to the core team and external partners.

Wells Fargo, San Francisco, CA - Contract

2013 to 2014

Product Manager – Digital Channel Group, cross-channel integration, omni-channel sales

- Product manager for multi- and omni-channel products requiring web, mobile, retail, and phone banking integration.
- Released online application for assessing customer needs as part of the customer sales funnel, used by store bankers as the go-to resource for engaging walk-in customers, old and new. The app helps store bankers make better product recommendations, resulting in a gain in sales of additional cross-product purchases each customer visit.
- Launched mobile app feature, enabling customers to set appointments with bankers via iOS, Android, & mobile web.
- Developed business cases for next generation 2016 multi-channel revenue and omni-banking initiatives for Wells Fargo.

U.S. Bank, San Francisco, CA - Contract

2012 to 2012

Product Manager – Mobile banking and traditional banking products, mobile banking apps

- Product manager for mobile bill pay, mobile expedited bill pay, and photo bill capture on iPhone, Android, & iPad apps.
- Optimized mobile marketing landing pages on the mobile web for iPhone, Android, & iPad. Managed integration of

- Adobe Omniture to assess user interest based upon navigation patterns, and capture hundreds of new leads per month.
- Deployed a custom version of Salesforce Chatter Answers to solicit mobile customer feedback and significantly improve customer experience of current and future mobile banking products.

mBlox Inc., Sunnyvale, CA

2008 to 2012

Sr. Product Manager – Mobile messaging, payments/billing, operator and vendor integration, software services

- Product manager for PSMS and other premium products (payments via operator) in Americas, \$20+M in annual revenue.
- Determined market and product requirements for first generation 1.0 products: MMS gateway & Operator ID Service.
- Accompanied pre/post sales to meet with clients. Hosted customer webinars. Managed partner carrier relationships.
- Wrote PRDs, storyboards, and end-user use cases to specify requirements in a hybrid waterfall/agile environment.
- Performed dual role of product/project manager for concurrent projects, such as premium product enhancements, text-to-voice services, direct carrier billing, and carrier integrations, with a global multi-located development and QA team.

Wells Fargo, San Francisco, CA - Contract

2007 to 2008

Product Manager – Internet Services Group, mobile banking, traditional banking products

- Defined from conception, the first mobile banking features on wf.com and mobile enrollment via wells Fargo.com.
- Determined project requirements including a mobile small business release, a money transfer pilot, mobile ATM Locator, person-to-person (P2P) payment scheme, and fraud and security mobile enhancements.
- Product managed six mobile related projects over a total of nine releases, encompassing the full development cycle from discovery, sizing, usability testing, requirements, implementation, QA, and reporting following modified Agile processes.
- Defined from the ground up, monthly reporting metrics for the mobile channel. Consulted Risk & Analytics on trends.

Ceno Technologies, Ltd., Shanghai, China

2004 to 2006

Director of International Marketing – Mobile and fixed-line messaging, data services, international operator integration

- Product marketing, product manager, and sales responsibilities for Ceno Technologies, a Chinese software startup company, which specializes in fixed-line and mobile messaging solutions, such as e-mail, SMS, MMS, and WAP.
- Starting from ground zero, established successful sales negotiations and long-term relationships based upon revenue sharing with local technology partners and monthly subscriptions contracts with international clients, Singapore, and Maxis Telecom, & Huawei. In one year, this 40-person company went from net negative to grossing near \$1M USD.
- Worked as the single point of contact and spokesperson for negotiations, RFP & SOW submission, and clarification of product requirements for all international clients, including leading operators and wireless providers, telecoms, and enterprise companies in Southeast Asia and America.

Wells Fargo, San Francisco, CA - Contract

1999 to 2002

Architecture Engineer – Back-end software development, financial systems integration, Java programming

- Designed and implemented a web-based banking application for opening and maintaining accounts. Framework is still in used today. Completed 100% Java MVC design and migration using Unix, Solaris, Java, CGI, Perl, JSP, Struts, & JUnit.
- Accessed local and remote systems to perform multiple credit checks, using Solaris, Oracle, MySQL, Java, & Perl.

Hitachi Semiconductor (America), San Jose, CA

1997 to 1999

Product Marketing Engineer – Semiconductor marketing, sales presentations, client management

- Independently marketed a \$1.6 million per month semiconductor product line P/L.
- Managed top five computer OEM accounts at the time, including IBM, Intel, Compaq, Dell, HP in both notebook and server markets. Frequent customer caravan visits and demonstrations on programming integrated chips.

Education

Massachusetts Institute of Technology, Cambridge, MA

1991 to 1996

- Earned a Bachelor's and Master's Degree in Electrical Engineering and Computer Science, EECS
Master's thesis: Device Modelling of Field Emission Displays June 1996 (GPA 4.7/5.0)

Beijing Language and Cultures University, Beijing China

2003 to 2004

- Certificate in Chinese Studies (Mandarin)

Skills

PMP Certification 2011 (PMI), Certified Scrum Master 2012, & Certified Scrum Product Owner 2013 (Scrum Alliance)

Work experience and familiarity with the following skills:

- Technologies: Java, JSP, Servlets, Perl, C, PHP, lisp, HTML, Javascript, css, Ajax, XML, SOAP, Json
- Mobile: Android, PhoneGap Cordova, Sencha
- Databases: Oracle8, MS Access, MySQL // Architecture: MVC, RESTful

Fluency in Mandarin Chinese

Background

Born in Taiwan. Raised in the United States. U.S. citizen. Enjoy crossfit, yoga, arduino hack-a-thons, & scuba.