

# JEFF LIN

## Product Manager

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### PROFILE SUMMARY

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Experienced Product Manager with 10+ years of experience launching 7+ SaaS and open-platform products. Expert in driving user growth and cost reduction while infusing customer empathy to align products with market trends and company goals. Skilled in cross-functional leadership, data-driven decision-making, and leveraging AI and ML for enhanced mobility solutions. Fluent in English and Mandarin, recognized for user-centric advocacy and analytical prowess.

### PROFESSIONAL EXPERIENCE

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#### PRODUCT LEAD

Houston, TX

Metropia Inc.

Feb 2023 - Present

- Supervise 4 Product Managers and worked with a 35-member engineering team to launch and operate Metropia's Mobility-as-a-Service (MaaS) mobile app.
- Managed Houston ConnectSmart app, integrating multi-modal transportation, in-app purchases, emergency roadside services, and a rewards system, increasing monthly active users (MAU) by 150%.
- Enhanced 90-day retention by 65% through revamped challenge campaigns and data analysis.
- Designed and implemented a referral incentive program, driving a 50% increase in user acquisition within 6 months.
- Developed educational content enhancing user comprehension of complex product features, resulting in a 35% increase in conversion rates.
- Accomplished integration of Uber for Business APIs into ConnectSmart app within 2 months, improving emergency ride home service for carpooling users.

#### SENIOR PRODUCT MANAGER

Houston, TX

Metropia Inc.

Dec 2018 - Feb 2023

- Directed multimillion-dollar projects with a global team of 11 engineers, designers, and analysts as leader of two key product lines, leading to a patent for [Traffic Campaign Management System](#).
- Increased ARR \$500K by launching mobile/web dispatching apps from 0 to 1, enabling 22% transportation cost reduction via route optimization and ML/AI algorithms.
- Led development of a B2C product, driving a revenue increase of NTD \$4M revenue by integrating a carpool solution with seat reservations and ride management tools for a ride-hailing service company.
- Founded a Houston-based SaaS vanpool platform serving 6,000+ users, launched in collaboration with Houston Metro and TxDOT with a \$17M budget.
- Led an 8-member team in developing mobile apps, web apps, and open APIs for customized B2B2C microtransit and paratransit services.

## PRODUCT MANAGER

Tucson, AZ

Metropia Inc.

Jan 2016 - Dec 2018

- Developed and managed a product roadmap aligned with the overall business strategy, resulting in a 30% increase in user retention.
- Increased mobile app ratings by 13-20% after conducting a funnel analysis with Google Analytics, fostering optimization of user incentives and reinforcing the value proposition.
- Lifted system stability to 99.9% uptime and scalability by migrating backend service to AWS.
- Unified a global engineering team of 6 to 8 members for mobile, web, and SaaS solution development.
- Launched and operated mobile & web apps for demand-responsive transport service for a B2G US Federal project (0 to 1).
- Conceived and directed Adaptive Mobility with Reliability and Efficiency (AMORE) Project with an \$845K budget, introducing platform to Tucson's Rita Ranch area to integrate various transit options.

## R&D ENGINEER

Tucson, AZ

Metropia Inc.

Aug 2014 - Jan 2016

- Enhanced accuracy of traffic flow prediction models by 15% through the implementation of machine learning algorithms in Python.
- Implemented a crawler from open-source data with algorithms to improve traffic predictions in Python.
- Managed a QA team to reduce the algorithm debugging process by 90% in time by developing automated tools for data visualization and analytics with QGIS and Python.

## SKILLS

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Product Strategy | Product Road Mapping | Product Launches | Data Analytics | User Research | User Testing  
| Stakeholder Management | KPI Measurement | Quality Assurance | Agile & Scrum Methodologies |  
User Experience (UX) | Software As A Service (SaaS) | Artificial Intelligence (AI) | Machine Learning (ML)

**Programmings:** Python | C++ | SQL | Git

**Tools:** Microsoft Office | JIRA | Confluence | Figma | Google Analytics | Quicksight | Metabase | Tableau

**Language:** English (fluent) | Chinese (native)

## EDUCATION

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**Civil Engineering & Mechanics, Transportation, Visiting Scholar**

University of Arizona, Tucson, AZ

2013

**Master of Science in Industrial Management**

National Taiwan University of Science & Technology, Taipei, Taiwan

2013

**Bachelor of Science in Industrial Management**

National Taiwan University of Science & Technology, Taipei, Taiwan

2011