Desheng Lu

AI Product Manager | VOC | MVP | G2M | Roadmap | AI | LLM | B2B | B2C | Web3 | SaaS | IoT
Mobile: (519) 317-6918 | E-mail: deshenglu5222@outlook.com | Portfolio: www.deshenglu.com

OBJECTIVE

Data-driven AI Product Manager with a background in Business and strong skills in conducting Voice of Customer Interviews, Large Language Models, and a Professional communication skill set

Led end-to-end a B2C Web3 AI advertisement product that had a 90% Footfall Conversion Rate, gained 30 cooperative partners and scaled the number of early adopters by 10X within the first 3 months, which led to $3M in seed funding

Seeking a Product Manager position where I bring my hands-on AI experience of building my To C app experience and my customer-focused mindset that solved the biggest challenges of Canada's largest retailer to support your strategic goals

PROFESSIONAL EXPERIENCES

Trumen.World App, Co-Founder & Head of Product, Toronto, Canada   **2023-2024**

Led a 10-person **cross-functional** team to develop a B2C Web3 advertisement product that combines Location-based service, Context-Aware Recommendation AI, RNN, which led to a $30M Market Valuation of the company

Achievements
- 90% Footfall Conversion Rate
- Led a **cross-functional** team of 10 to **launch MVP** App in 3 months and tested with 1000 early adopters, significantly reducing time-to-market by 25%
- Forged over 30 key partnerships with blockchain leaders like SOL & Coinbase, expanding market presence

Responsibilities
- Developed and managed the **product roadmap** from concept through **MVP** to market launch, aligning UI/UX design with business objectives to maximize user engagement
- Developed **G2M** plan and campaigns, implementing targeted marketing strategies, which grew our community to 15K+
- Conducted customer interviews, AMA, feedback forms & surveys to gather critical insights, set data-driven KPIs & metrics to drive dynamic marketing and customer acquisition decisions
- Prioritize the B2C Web3 AI advertisement product requirements by collaborating with engineers to develop features based on customer feedback and data
- Authored detailed user stories and product requirements to guide every stakeholder in enhancing feature alignment with user needs and project goals, leading to a 15% improvement in development efficiency

Loblaw Companies Limited, Supply Chain Product Manager, Canada   **2022-2023**

Led end-to-end a B2B Supply Chain Product that implemented innovative solutions to complex logistical challenges, which boosted B2B communication efficiency by 30%, improved logistics by 25%, and saved $20 million annually & the team I Led was nominated twice as the most contributing team

Achievements
- Led Product team and collaborated with the head of 8 different departments to develop a product that saved $20M annually
- Initiative to solve corporate **pain points** by building Prototypes, **product roadmap**, **MVP** of a logistics vendor portal, validating the solution's effectiveness in optimizing overall supply chain performance by 25%
- Led teams through various challenges to implement **user stories** of logistics solutions, supporting rapid responses and providing training to 3K+ large-scale vendors & All Supply chain employees

Responsibilities

- Guided projects from concept to implementation, **prioritized requirements** to align with business goals, and improved project delivery speed by 20% through the **agile product development process**
- **Conducted voice of customer interviews** to ensure smooth project progression & provided insights to solve 5 more Pain points
- **Defined KPIs** to drive strategic decisions, enhancing **user story** efficiency, functionality, onboarding rate, problem-solving rate, result reporting and other key metrics
- Refined logistics solutions based on internal user feedback, enhancing user satisfaction by 25%

Landun Group, Associate VC, Product Management & Strategic Advisory, Canada   2020-2022

Led my team of strategic advisors and product managers in evaluating 100+ startups, refining G2M strategies for 10+ tech companies, and driving $3.5M in seed investments across 5 startups. We improved deal screening throughput by 40%, aligning resources efficiently and boosting portfolio valuation. Our work was pivotal in increasing investment success and securing recognition for our contributions.

Achievements

- Performed due diligence and analysis for Seed investments of $3.5M across 5 startups, supporting growth in portfolio valuation
- Developed comprehensive **market entry strategies** for 10+ tech startups, enhancing their positioning for subsequent funding rounds

Responsibilities

- Conducted in-depth evaluations of the **G2M strategies** of 100+ of startups/products to guide investment decisions
- Analyzed Product/Project **Roadmap** and allocated resources efficiently, aligning with the firm's long-term objectives in the tech and clean energy sectors
- **Conducted** 100s of **interviews** with Founders to learn about which **customer pain points** each product/startup addresses
- Developed an **agile** initial screening process for potential investments, improving the throughput rate and quality of deals advanced to deeper review stages
- Fostered strong **cross-functional collaboration** within the firm to ensure a cohesive approach to investment analysis and decision-making
- Implemented **KPIs** for investment performance, enabling data-driven decision-making and continuous improvement in investment strategies

EDUCATION

Fanshawe College, **Graduate Certificate in Logistic-Supply Chain Management**

Michigan State University, Eli Broad College of Business**, B.A. in Supply Chain Management**

SKILLS

Product Management Skills:
AI, **IoT**, **Agile**, **Scrum**, **Kanban**, **Lean, Product/Project Management**, **A/B Testing**, **OKRs**, **MVP**, **PRD**, **Cold Start, Customer Segmentation, Journey Mapping**, **VOC**, **G2M**, Market Research, **Roadmap**, Product User Story, Design Thinking, Financial Analysis, Risk Management, **Supply Chain Management**, Continuous Improvement (Kaizen), Six Sigma, Data Analysis, Data Visualization, Stakeholder Management, **Cross-functional Leadership,** Negotiation & Persuasion, Professional Communication, Storytelling, Presentation

Tools and Technologies:
Jira, **Monday**, **Miro**, **MS Power BI**, **Tableau**, **DAX**, **SQL**, **SAP**, **Oracle**, **VBA**, **Python, Google Analytics**, Product Analytics Systems, **Azure Dev**, Slack, Figma, Salesforce, **MS Suite**, Social Media Platforms (X, Discord, Instagram, Telegram)