

CALVIN LU

📞 732-832-5357
✉ Calvin.Lu@Columbia.edu
📍 NYC

AI-empowered **Product Manager** with 4 YOE.

Triple-threat background in **Data Science**, **Engineering**, and **Design**.

Proven ability to drive product strategy, passionate about product craft, and execution power-house.

EDUCATION

Columbia University, Columbia College

2017 - 2021

B.A. in Computer Science and Mathematics, GPA - 3.6/4.0, SAT - 2400

Coursework: AI, ML, NLP, Deep Learning System Performance, Advanced Software Engineering

Python Google Cloud Computing Ruby on Rails Java C/C++

EXPERIENCE

Product Manager, Enertiv

December 2022 - July 2024

2nd PM hire, later solo PM at Series A, B2B, SaaS, climate tech. Owned roadmap and execution across broad product portfolio

- Lead a team of 12 (Engineering, Design, Data) to build and launch products on the core platform driving SaaS revenue
 - ML energy savings product - Owned both the underlying predictive models and UX, from \$0 to \$1m saved for customers in 6 months with an incremental rollout of tightly prioritized features
 - Sustainability module - Rapidly expanded ESG product from \$10K to \$250K ARR by developing both an industry-leading analytics feature-set and incorporating table-stakes features from competitors
 - Capital Planning module - developed AI predictive equipment replacement proof-of-concept for a \$2m contract
- Established data-driven culture by crafting product analytics strategy, modernizing email, web, and mobile tracking, dashboards, and defining product OKRs and KPIs
- Sharpened product culture by shifting from a sales-lead feature factory to an empowered product-led team
- Increased sprint completion from 60% to 85% using streamlined Scrum ceremonies, Jira automation and dashboards

Jira (Software + Product Discovery) Intercom Scribe (Documentation) Mixpanel Superset (SQL) Python Figma

Growth, Next Insurance

\$4B hyper-growth insur-tech, Series E, B2C, owned 400K-user/month funnel performance.

Product Manager, Associate

February 2022 - July 2022

- Raised subscription purchase conversion by 5% using user research, product analytics, and experiments to introduce contextual guidance and support user decision making
- Developed an in-product assistant modeled on Lemonade's to humanize the buying experience and reduce drop-off
- Conducted regular user interviews/in-product surveys to understand drop-off in funnel UX and drive conversion

Jira (Software) Confluence Survicate UserTesting Fullstory Tableau SQL Figma

Data Scientist, Associate

July 2021 - March 2022

- Developed a self-serve tool that aggregates and visualizes user flows and funnel drop-off for custom user segments
- Enabled feature go/no-go decisions and identified marketing opportunities using multi-channel data analysis

Survicate Python SQL Tableau Github Excel

Product Manager + Product Designer, Talenteck

May 2018 - August 2019

Built a HR predictive analytics platform at pre-seed, B2B, SaaS, founded by a Columbia econometrics professor.

- Designed a comprehensive suite of 7 analytic modules, such as real-time employee scoring and recruitment/referral analysis

INTERESTS

Pianist and composer, multi-disciplinary improvisation

2003 - Present

Admissions Interviewer, Columbia University, conducted 13 interviews per admissions season

2021 - 2023

Through the Looking Glass, built web scraping/computer vision pipeline to label faces and emotions in media

2021