

LIFAN ZHANG

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EXPERIENCE

Sr. Product Manager, Hertz

2023 Mar - Present

- Leading digital upsell pricing strategy and monetization efforts with incremental revenue of \$10M, including A/B test of pricing and vehicle recommendation engine and implementation of dynamic pricing of value added services.
- Leading a team of data scientists and machine learning eng on building Hertz first in-house ML driven vehicle upsell pricing and vehicle recommendation engine, while applying business insights to support product decisions.
- Collaborated with business team, eng and vendor on vehicle base pricing platform enhancement with incremental revenue of \$20M.

Sr. Product Manager, Flexport

2022 Aug - 2023 Feb

- Led product strategy and execution for the Flexport import operation platform with focus on workflow automation and integration across multiple system components. Achieved annual operation cost reduction of \$1M.
- Collaborated with operation, eng and design on the long term vision for a platform product that would serve multiple personas within the operation team.

Sr. Product Manager, OpenTable Restaurant Operation

2021 Dec - 2022 July

- Led product vision and execution of Service Planning component for restaurant operation, with focus on 3rd party integration and feature iterations across web and mobile.
- Led the development of API integration between OpenTable and 3rd party software that enabled automation for restaurant private events management, with restaurant operators adoption rate of 50%.
- Collaborated with restaurants operators, marketing and sales, eng and design from product ideation to launch.

Sr. Product Manager, Amazon Global Logistics

2018 - 2021

- Led the development and launch of a brand new CN-US seller shipping solution with annual revenue of \$100M.
- Led the development and launch of Amazon first integrated export operations with US-CN customer delivery SLA reduction of 15% and shipping cost saving of 10%.
- Collaborated with tech, supply chain, operation and external vendors from product ideation to launch.

Sr. Design & Innovation Engineer, Amazon Worldwide Design

2013 - 2018

- Led 30+ Fulfillment Centers design, layout planning, equipment specification and project coordination. Total annual throughput 140M+ units. Worked throughout the project life cycle, from project requirement intake to site buildout and launch, and continuously drove innovation and improvement for operation efficiency/safety/cost .
- Collaborated with supply chain, capital planning, real estate, construction, startup and operation team from end to end.

EDUCATION

MS in Industrial Eng, Rochester Inst. of Tech

Rochester NY, 2013

BS in Logistics Eng, Beijing Univ. of Posts and Telecom

Beijing China, 2009

SKILLS & CERTIFICATIONS

Tableau / Databricks / Amplitude / Mixpanel

Product Experimentation Certification from Product School

AI Fundamentals from IBM

SkipLevel Fundamentals of Software Training