

Peggy Yi

Austin, TX

-Email me on Indeed: <http://www.indeed.com/r/Peggy-Yi/18729bbcc7ec7b53>

Work Experience

Sr. Product Management Specialist

Rockwell Automation - Mequon, WI

February 2020 to Present

- Managed industrial products with \$40M+ revenue per year and led a \$20M+ next-gen product development project with a global development team in three different countries.
- Hosted a series of workshops to interview customers from four target industries and collected 100+ feedbacks. Prioritized features based on quantified customer and business value.
- Worked with UX/UI team to design minimal viable product (MVP) and fast iterate with customer feedback.
- Worked with the finance team to manage P&L and increased profitability.
- Used customer centric method to develop sales strategy for different customer personas.
- Engaged and trained 100+ sales and technical consultants globally on new products.
- Conducted comprehensive competitor analysis and quantified product/solution value to define new product requirements and to support the sales team.
- Provided forecast and worked with manufacturing/sourcing team to improve productivity.
- Defined product and technology roadmap and strategy to align with corporate vision and IT/OT converged future.
- Developed global pricing, stocking, and repair strategy.

Project Engineer/Product Owner

May 2018 to January 2020

Sr. Power Electronics Engineer

Rockwell Automation - Mequon, WI

June 2015 to April 2018

- Led a cross-function team of 10+ employees on a new active front-end AC/DC converter from prototyping to release. Identified and utilized the latest technology to increase power density above requirement by 5% and reduced product cost 10% below target cost.
- Coordinated with the cross-function team to decompose complex system and identified dependence, defined risk mitigation plan, and estimated resource/schedule to keep the project on track.
- Explored and landed a new industrial application which brought a \$3M revenue opportunity.
- Cost analysis, technical risk evaluation, manufacturing process comparison and competitor analysis on next generation of product.
- Investigated latest semi-conductor switch to evaluate technical risk and system level benefits.
- Managed interns, contractors, technicians, and coached junior engineers.

Design Engineer II

Regal Beloit - Fort Wayne, IN

January 2012 to December 2014

- Design adjustable frequency motor drive for residential and commercial HVAC
- Schematic design, simulation, PCB layout, packaging design, prototyping, testing, troubleshooting, and documentation.

Education

PhD in Dissertation

Xi'dian University

Ph.D. in Electrical Engineering Ph.D

Illinois Institute of Technology - Chicago, IL

Certifications and Licenses

PMP

Six Sigma Green Belt