

Nick Yu

Product Manager

PROFESSIONAL EXPERIENCE

IBM

Product Manager | Jan 2023 – Present

- Orchestrated the discovery and launch of IBM Software's flagship product release for 2025, collaborating directly with senior executives
- Championed a global upsell campaign targeting \$57M of SPSS Statistics clients, driving the most profitable fiscal quarter in 50+ years with a 31% YoY revenue increase
- Partnered with senior executives of ISVs to execute business development initiatives (OEMs, Joint Marketing, Resell, etc.) for a portfolio of products, generating \$51M in revenue

IBM

Associate Product Manager | Jun – Dec 2022

- Conducted a funnel analysis to optimize the SPSS Statistics self-serve purchase flow, increasing average order volume by 19%
- Strategically reallocated \$15M in annual resources and migrated clients through sunseting underperforming products
- Launched a beta program with the highest number of users in SPSS Statistics' history to identify 40 noteworthy bugs before release

Statflo

Product Manager Intern | May – Aug 2021

- Shipped inbound messaging capability for a sales campaign app; increased addressable client base by 15%
- Launched a business intelligence platform to track key metrics; enabled data-driven decisions and transparency across departments

LCBO

Product Manager Intern | Jan – Apr 2021

- Proposed, validated, and prototyped an AR e-commerce app to address a \$400 billion industry problem, leading a team of 6 engineers
- Led 15+ user interviews to inform the requirements of an internal-use app that improved operational efficiency for 420 stores by 13%

Cinchy

Product Manager Intern | May – Aug 2020

- Managed the detection-to-remediation of security vulnerabilities in the data platform product to achieve SOC 2 compliance

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EDUCATION

Biomedical Engineering, BAsC.

University of Waterloo

- Dean's Honours List
- Computing Engineering Option
- Leslie Klein & President's Scholarships of Distinction

McKinsey Product Academy

McKinsey & Co / Apr – May 2023

Advanced Product Management

Product Faculty / Jan – Mar 2021

SKILLS

- User & market research
- Data analysis
- Business valuation
- Customer journey mapping
- Product roadmaps
- Business development strategy
- UI/UX design

ACHIEVEMENTS

IBM Tech Award 2024

- IBM's premier employee recognition award

Dragon Boat Canada

- World record holder & 3x world champion (2019, 2023, 2024)

MusicFest Canada

- Gold rank solo clarinetist

PUBLICATIONS

Predicting Computer User Intent

- Preventing accidental keyboard inputs on incorrect windows

Environmental Image Processing

- Detection of natural disasters via aggregate image processing