

Nick Yu

Product Manager

PROFESSIONAL EXPERIENCE

IBM

Product Manager | Jan 2023 – Present

- Launched IBM Data Intelligence; projected to produce \$120M annually.
- Led a global upsell campaign for \$57M in SPSS Statistics clients, achieving the product's most profitable quarter in 50+ years (+31% YoY revenue).
- Generated \$51M in revenue by creating partnerships (OEM, Joint Marketing, Resell, Divestiture) with third-party executives.
- Strengthened long-term client relations and generated \$35M in subscription revenue through a client retention initiative for Data & AI products.

IBM

Associate Product Manager | Jun – Dec 2022

- Leveraged valuation methodologies and sensitivity analyses to guide long-term growth strategies for products generating \$80M+ in annual revenue.
- Improved client satisfaction by creatively amending legal agreements to mitigate \$10M in support obligation exposure.
- Increased monthly order volume for SPSS Statistics by 19% by optimizing the self-serve purchase flow via funnel analysis.
- Reallocated \$15M in annual resources and ensured smooth client migration while sunseting underperforming products.

Statflo

Product Manager Intern | May – Aug 2021

- Shipped inbound messaging capability for a sales campaign app; increased addressable client base by 15%.
- Built a business intelligence platform, improving data-driven decision-making and cross-department transparency.

LCBO

Product Manager Intern | Jan – Apr 2021

- Led a team of 6 engineers to prototype an AR e-commerce app, addressing a \$400B industry challenge.
- Conducted 15+ user interviews to refine an internal app that boosted operational efficiency by 13% across 420 stores.

Cinchy

Product Manager Intern | May – Aug 2020

- Managed security vulnerability detection and remediation, ensuring the data fabric platform achieved SOC 2 compliance.

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ACHIEVEMENTS

IBM Tech Award 2024

- Top 1% of global employees

Dragon Boat Canada

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

MusicFest Canada

- Gold rank solo clarinetist

SKILLS

- User & market research
- Data analysis
- Business valuation
- Customer journey mapping
- Product roadmaps
- Business development strategy
- Agile & scrum methodologies
- Prototyping & wireframing

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

Advanced Product Management

Product Faculty

PUBLICATIONS

Predicting Computer User Intent

- Preventing accidental keyboard inputs on incorrect windows

Environmental Image Processing

- Detection of natural disasters via aggregate image processing