

Bin (Brian) Shang

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SUMMARY

Strategic and innovation-oriented product manager with over 15 years of experience leading cross-functional teams to design and deliver high-impact digital products. Proven success in managing full product lifecycles from research and development to launch and optimization, across industries including web/app development, cloud computing, gaming, and live streaming. Skilled at bridging business strategy and emerging technologies such as Machine Learning (ML), Natural Language Processing (NLP), and data analytics to accelerate digital transformation and customer growth. Proficient in leveraging AI tools in research and prototyping for product efficiency and data-driven decision making.

PROFESSIONAL EXPERIENCES

Box, Inc.

Cloud-based content management and collaboration platform

Redwood City, California

Business Analytics Intern - Industry Practicum

January 2025 - June 2025

- **Data Analytics:** Analyzed data of 4M+ users to uncover behavior patterns and identify AI-driven opportunities.
- **User Segmentation:** Designed and built a data-driven behavioral model for analysis of diverse user interactions.
- **Collaboration:** Worked with stakeholders to design NLP-driven search enhancements.

Santa Clara University

Investment Portfolio Management Using NLP for EV Market Segment

Santa Clara, California

NLP Researcher

January 2025 - December 2025

- Developed a novel feature engineering pipeline to identify a high-impact lexicon set for sentiment analysis.
- Trained Artificial Neural Network (ANN) models and optimized hyperparameters, achieving 80%+ F1 score.

Wode Botron, Inc.

Leading AgTech solution provider specializing in poultry industry digitalization

Beijing, China

Team Lead, Product Management and Data Platform

December 2020 - May 2023

- Led enterprise-wide digital transformation, achieving 70% market share in China's poultry industry.
- Defined product vision and roadmap for a digital platform integrating AI, IoT, and emerging technologies.
- Developed ML-based smart diagnosis systems to modernize breeding and farming management.
- Built big data and BI infrastructure, transforming operational data into actionable insights.

Qie Sports (Live.QQ.com)

Interactive sports live-streaming platform with millions of users

Beijing, China

Senior Product Manager

May 2019 - July 2020

- Defined product roadmap and led innovation for mobile and web products, enhancing user engagement.
- Collaborated with different functional teams to deliver seamless live-streaming experiences.
- Translated business goals into product requirements and guided the team from concept to implementation.

FunPlus Technology Co., Ltd.

Global top-tier independent game developer and publisher

Beijing, China

Senior Product Manager

December 2017 - February 2019

- Directed design and delivery of real-time messaging infrastructure serving enterprise customers worldwide.
- Partnered with stakeholders to integrate APIs and ensure scalable and reliable data exchange.
- Collaborated with management and sales teams on monetization, pricing, and go-to-market strategies.

Easemob Technologies (Acquired by Agora, Inc. in 2021)

Leading instant messaging PaaS provider in China

Beijing, China

Senior Product Manager

July 2016 - December 2017

- Owned product development of Easemob IM Cloud, delivering new features and performance optimizations.
- Built a big data platform enabling client analytics and app-usage insights, strengthening customer engagement.
- Designed and launched developer console and demo tools, enhancing API adoption and customer experience.
- Drove cross-functional collaboration to align roadmap execution with company growth goals.

Previous Experience in Sports and Gaming Industry

Le Sports, Inc. (2015 - 2016) Leading online sports-streaming platform in China

- Senior Product Manager in charge of app development contributing to 2M+ DAU.

Beijing Yiqixinyou (2010 - 2015) A startup developing and publishing web and mobile games

- Game Producer of award-winning basketball games with innovative algorithm design.

NBA.com/China (2006-2008) Official NBA website for China Mainland

- Built the first ever sports live streaming website in China, achieved 1M+ DAU.

EDUCATION

Santa Clara University, Leavey School of Business

Santa Clara, California

Master of Science (Expected June 2026), Information Systems (*GPA: 3.9*)

Beihang University (Beijing University of Aeronautics and Astronautics, BUAA)

Beijing, China

Master of Engineering, Electronic Information Engineering (*Focused on Image Processing*)

Bachelor of Engineering, Electronic Information Engineering (*Ranked 21/180*)

ACADEMIC PROJECTS

2025 - 2026: Teaching Assistant of the course Database Management Systems - Fundamentals of SQL

2008 - 2010: Signal Processing and Algorithm Simulation of Target Tracking in Radar Systems

2002 - 2006: Image Processing and Target Recognition in Synthetic Aperture Radar (SAR) Images

TECHNICAL SKILLS

AI Tools: Prototyping with Google AI Studio, project development with Copilot, LLM integration into workflows

ML and LLM Frameworks: ANN, Transformers, PyTorch, scikit-learn, TensorFlow, RAG, LangChain, BERT

Programming Languages: SQL, Python (NumPy, pandas, seaborn), Java, HTML

Data Science: Data warehousing and ETL, Tableau, BigQuery, visualization, classification, regression, clustering

Professional Tools: Git/SVN, VS Code, IntelliJ IDEA, Jupyter Notebook, Google Colab, Xcode

Product Management: Product design, roadmap and release management, system architecture

ADDITIONAL INFORMATION

Interests in Frontier Technologies: Passionate about Big Data, Artificial Intelligence, and exploring cutting-edge innovations in cloud computing and IT infrastructure.

Professional Values: Strong advocate for problem-solving and continuous learning, with a commitment to staying ahead in the rapidly evolving tech landscape.

Global Exposure: Enthusiastic traveler exploring diverse cultures, fostering adaptability and a global perspective.

Personal Hobbies: Enjoy sports and music, engaging in recreational activities that promote teamwork and creativity.