

Yung-Yu (Nicolas) Lin

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EXPERIENCE

PayPal - San Jose, CA (2019 - Present)

Senior Product Manager, Merchant Product

- Led Data Science solutions to enhance product experience and marketing efficiency across the Merchant
- Initiated and managed ML-based product recommendation and CV forecasting solutions, improving +10%
- Initiated and led a real-time retargeting platform Boomerang with omnichannel communication capability,
- Fostered internal PM culture by organizing internal innovation events and PM committee.

Visa - Palo Alto, CA (2018 - 2019)

Product Manager, Data

- Created and led the product roadmap to deploy E2E data platforms from vendor evaluation and management
- Managed and adopted both internal and external data assets of 20+ DP products.
- Launched Product Scorecard tool used by 500+ technical staff to improve customer satisfaction and prioritization

Facebook - Menlo Park, CA (2016 - 2018)

Data Scientist, Infra Data Center Strategy

- Designed and deployed interactive visual products and analytical dashboards to evaluate operational risk
- Led the Datamart design and development with a capacity of PB scale and 100+ users by leading data engineering
- Built site optimization program for disaster recovery reliability by developing Machine Learning models across

Yahoo - Taipei, Taiwan (2011 - 2014)

Senior Engineer & Technical Product Manager, E-Commerce Engineering Center

- Managed cybersecurity products eliminating 95% of fraud and 97% of abuse cases by leading the T&S Team
- Initiated and launched Yahoo ServicePlus classified advertising marketplace, which acquired 800k members

Sunplus Technology - Hsin-Chu, Taiwan (2006 - 2011)

Advanced Engineer, Consumer Electronic Solutions

- Led multi-locational teams to develop Integrated Circuit Solutions for Smart Home Devices with \$10B+ in

EDUCATION

University of Southern California, Marshall School of Business - Los Angeles, CA (2016)

MBA with Concentration in Data Science and Operations

National Chiao-Tung University - Taiwan (2006)

MS, Computer Science

National Central University - Taiwan (2004)

BS, Mathematics

ADDITIONAL INFORMATION

- Certificate: CSM, PMP, Software Product Management, Google Analytics