

ASHOK JAISWAL

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OBJECTIVE

Highly accomplished and results-driven Product Manager with a proven track record of driving innovative projects from conception to successful execution. Adept at leveraging expertise in AI, IoT, and product development to create impactful solutions. Experienced in founding and scaling startups, with a strong background in finance and a keen understanding of market trends. Recognized for exceptional leadership, strategic vision, and ability to deliver tangible results in dynamic environments. Passionate about leveraging technology to solve complex problems and drive business growth.

SKILLS

- Product Design
- Regulatory Compliance
- Vendor Management
- Product Management
- Agile Methodologies
- Market Research
- Leadership and Team Management
- Communication
- Fundraising
- Pricing and Patent Strategy

EXPERIENCE

Sr. Product Manager

Hubble Connected | Hong Kong

Oct 2022 - Present

- Spearheading the development of a cutting-edge smart plush IoT toy designed for educational and communicative purposes.
- Orchestrated the entire project lifecycle from conception to production, effectively coordinating with four cross-functional teams.
- Strategically negotiated and managed production operations with three international factories, ensuring seamless execution.
- Oversaw tooling, PCBA development, and product certifications, while successfully managing technology licensing agreements with major industry brands.
- Secured and led million-dollar B2B NRE, licensing, and co-branding deals, enhancing product value and market reach.
- Directed negotiations with key retailers and orchestrated a comprehensive online launch strategy, including a successful crowdfunding campaign.
- Currently leading the development of the second version of the product, integrating advanced LLM-based AI chat features to enhance user interaction.

Chief Product Manager (Founder)

Lecker Labs | Hong Kong / New York

May 2018 – Sep 2022

- Founded Yomee, an award-winning FoodTech IoT product brand, revolutionizing the home yogurt-making industry.
- Successfully planned and executed a crowdfunding campaign, raising \$250,000 and securing over 1000 pre-orders, demonstrating strong market validation.
- Led a comprehensive fundraising initiative, securing \$3 million in private equity, government grants, and awards, significantly boosting the company's growth trajectory.
- Conducted extensive user surveys, developed strategic pricing models, and performed in-depth demographic and competitive analyses to inform product development and market strategy.
- Secured government grants for patent protection, collaborating with patent lawyers to implement a robust intellectual property strategy.
- Participated in a 6-month accelerator program at Food-X in New York City, focusing on fundraising and market penetration strategies, leading to enhanced brand visibility and market reach.

Chief Product Manager (Co-Founder)

Ezee Systems | Hong Kong / San Francisco

Jul 2015 – Mar 2018

- Co-Founded Ezee Systems, which built an IoT home media cloud for families,
- Raised more than \$250K USD in crowdfunding and shipped over 3500 units, launched on Amazon Launchpad
- Managed user surveys, implemented pricing strategies, conducted demographic analysis, and competitive analysis.
- Scaled the company to \$5 million and exited in 2018.
- Spent 6 months in San Francisco at Hex Boost startup accelerator.

Product Analyst

Goldman Sachs | Hong Kong

Jun 2012 – May 2015

- Introduced unified dial-in number for over 800 video conferencing facilities, saved over 20,000 hours saved annually
- Achieved over 2 million conference calls in six months, saving an estimated 2 minutes per call for 30,000 employees.
- Led construction of three new video conferencing facilities, reducing costs by 25% and improving operational efficiency.
- Implemented remote monitoring for 300 conferencing facilities, realized over \$2 million annually in operating costs

EDUCATION

MBA

Hong Kong University of Science and Technology

May 2012

Won first prize in business plan competition, lead the tennis team, and stood second place in university games.

BSc

Hong Kong University of Science and Technology

Jul 2009

Stood second place in national science fair.

Smart & automatic yogurt maker

Yomee

WORLD'S FIRST FULLY AUTOMATIC YOGURT MAKER

Ezee System

Smart home media cloud

