Ashok Jaiwal

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# Objective

Accomplished and results-driven Software Product Manager with extensive experience in AI, IoT, and product development. Proven track record in driving innovative projects from conception to execution. Adept at leading cross-functional teams and leveraging cutting-edge technology to create impactful solutions. Recognized for strategic vision, leadership, and the ability to deliver tangible results in dynamic environments. Passionate about leveraging technology to solve complex problems and drive business growth.

# SkilLS

* Mobile App development
* Software Development
* IoT Product Development
* AI Research & Development
* Regulatory Compliance
* Vendor Management
* Agile Methodologies
* Market Research
* Leadership and Team Management
* Communication
* Pricing and Patent Strategy

ExperiencE

## Sr. Product Manager

### Hubble Connected |Hong Kong Jul 2022 – Present

* Conducted market research and competitive analysis to define product features and user needs.
* Led the development of a cutting-edge smart plush IoT toy, enabling children to send and receive voice messages.
* Conducted focus groups and user acceptance tests for the first version to ensure optimal user experience.
* Directed the project lifecycle from conception to production, coordinating with four cross-functional teams.
* Developed the companion mobile app in React Native for both iOS and Android platforms.
* Ensured COPPA compliance, meeting all child privacy protection regulations.
* Currently leading the development of the second version, integrating advanced LLM-based AI chat features to enhance user interaction

## Chief Product Manager (Co-Founder)

### Lecker Labs |Hong Kong May 2018 – Jun 2022

* Co-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.
* Conducted research on yogurt purchase behavior and lifestyle to define product design and features.
* Led focus groups to ensure user-friendly design and functionality.
* Directed the development of the companion app in React Native, incorporating user feedback to refine features.
* Planned and executed a successful crowdfunding campaign, raising $250K and securing 1000+ pre-orders.
* Managed firmware development with AI-driven Adaptive Incubation Technology.
* Spearheaded patent application strategy and innovative software features.
* Directed the creation of an e-commerce website and integrated e-commerce functionality within the app.
* Oversaw development of automatic calorie label calculation software and an automated recipe finder.
* Participated in a 6-month accelerator program at Food-X, enhancing brand visibility and market reach.

## Chief Product Manager (Co-Founder)

### Ezee Systems | Hong Kong Jul 2015 – Mar 2018

* As product manager, let the development of home media cloud from idea to launch on Amazon and exit.
* Defined product vision and strategy for a custom media appliance, aligned with company goals and user needs.
* Conducted market research to identify pain points in managing multimedia content (photos, music, movies, DVDs).
* Led development of mobile and web applications using React Native and React, including syncing of photos and videos.
* Managed cross-functional teams and ensured successful product development and launch.
* Advocated for user-centric design and iterated product based on consumer feedback.
* Utilized Agile methodologies for product development and tracked key performance indicators (KPIs).
* Communicated product status and updates to stakeholders.
* Successfully raised $250K+ in crowdfunding and shipped 3500+ units via Amazon Launchpad.

## Product Analyst

### Goldman Sachs | Hong Kong Jul 2015 – Mar 2018

* Led the development of web based remote monitoring system conferencing facilities.
* Introduced a unified dial-in number for over 250 video conferencing facilities, saving over 20,000 hours annually.
* Achieved over 2 million conference calls in six months, saving an estimated 2 minutes per call for 30,000 employees.
* Led the construction of three new video conferencing facilities, reducing costs by 25% and improving operational efficiency.

### **Software Engineer** Muvee Technologies| Singapore Jun 2012 – May 2015

* Built a user interface for consumer PC automatic video editing application
* Built audio and video transcoding pipeline for Sony's PSP, enabling efficient conversion of media files.
* Developed import/export module for videos in Sony cameras, enhancing usability of Sony's camera products.
* Designed and implemented video mixer module, allowing users to combine multiple video streams.

# EDUCATION

## MCA

### Delhi University May 2012

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

## BSc

### Delhi University Jul 2009