

Alan (Yi Heng) Wang

yiwang0407@gmail.com | mobile: +1-312-340-9014 | <https://www.linkedin.com/in/alanyihengwang/>

Strategy lead at a climate tech start-up with 7 years of previous consulting experience as a project leader working on C-level strategic priorities in B2B SaaS, industrial goods, and healthcare. Specializes in leading cross-functional teams to define user requirements and product roadmap, create data-driven GTM strategy, and drive digital transformation.

STRATEGY AND PLANNING EXPERIENCE

Senior Strategy Manager, Sila Nanotechnologies, San Francisco, CA

May 2024 – Present

Directly supporting CEO on strategic and operational priorities to scale Sila from R&D phase to mass commercialization

- Defined GTM strategy targeting non-automotive markets and aligned cross-functional stakeholders on a \$150M revenue target
- Led commercial pricing negotiations with a consumer wearable company, generating \$2M in incremental revenue
- Launched and operationalized Battery-Engineering-as-a-Service product offering, targeting consumer electronics startups

Boston Consulting Group, San Francisco, CA

Jan 2017 – May 2024

Project Leader (2023 – 2024); Consultant (2019 – 2022); Associate (2017-2019)

Achievements: Top 10% performance in cohort, direct promote to post-MBA role with 100% MBA tuition sponsorship

- Led team of 12+ across product, engineering, and design to define product strategy and build AI/ML driven data analytic applications from incubation to launch with an estimated \$50-75M revenue impact for a US truck leasing company
 - o Partnered with technical lead to set-up PROD infrastructure, build data pipeline for 200K+ unit connected fleet, and designed operational and predictive maintenance KPIs based on user value
 - o Enabled client sales account executive to close a \$100M renewal contract by creating a custom analytics dashboard with key insights and recommendations generated from data engine
 - o Launched market facing benchmark tool to generate prospective customer leads and collaborated with marketing to target 8K+ food & beverage industry prospective accounts
 - o Led program management office to implement governance processes to ensure delivery against initial product roadmap (e.g., created Jira project tracking, risk mitigation process, led monthly CMO reviews)
- Designed GTM strategy to incorporate AI propensity models and launched expansion sales motions for a B2B SaaS company
 - o Created strategic roadmap for operationalizing GTM data engine built with market and account-level intelligence data to improve sales effectiveness (e.g., acquisition, expansion, account planning)
 - o Partnered with data scientists to create account-based upsell propensity model for 120K+ customer accounts
 - o Piloted 20+ expansion motions to 300+ sales reps across SMB, mid-market, and enterprise segments, which resulted in ~60% increase in upsell MRR with \$160M+ revenue impact
- Created e-commerce strategy to drive aftermarket parts revenue growth in US and China for a construction equipment OEM
 - o Organized workshops for 30+ American and Chinese executives to align on B2C e-commerce strategy and created operating model and product roadmap to launch the e-commerce platform in China
 - o Optimized paid search and digital marketing spend for the US e-commerce channel that resulted in 150% transaction revenue uplift and 70% reduction in digital marketing spend
- Established post-merger GTM strategy and integration plan for a \$10B+ conversational AI B2B SaaS company
 - o Analyzed joint 300K+ customer database and identified ~10K priority accounts worth \$1.4B in cross-sell opportunities
 - o Developed operational roadmap and set-up governance processes to prepare for Day 1 (post-merger) GTM activation

PRODUCT MANAGEMENT EXPERIENCE

Senior Product Manager, BCG X (AI & Software Development), San Francisco, CA

Sep 2021 – Apr 2023

One of seven BCG consultants in US selected for BCG X digital rotation program to work as a technical product manager

- Launched two health record features for a patient mobile app that allowed patients to access personal health records from multiple EHR systems in a single application for a national healthcare system
- Managed a team of data scientists to create a fleet delivery and route optimization MVP product offering unlocking an estimated \$33M in logistics cost savings for the 2nd largest US food service distributor
- Conducted product validation and tech-stack due diligence of \$3B valuation tech-enabled urgent care and primary care provider

EDUCATION

University of Pennsylvania, Philadelphia, PA

- Master of Business Administration, The Wharton School of Business
- Master of International Studies, The Lauder Institute
- Bachelor of Arts, major in Mathematics, The College of Arts and Science

May 2021

May 2021

May 2016