

Alan (Yi Heng) Wang

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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
<i>Directly supporting CEO on strategic and operational priorities to scale Sila from R&D phase to mass commercialization</i>	
<ul style="list-style-type: none">Defined GTM strategy targeting non-automotive markets and aligned cross-functional stakeholders on a \$150M revenue targetLed commercial pricing negotiations with a consumer wearable company, generating \$2M in incremental revenueLaunched and operationalized Battery-Engineering-as-a-Service product offering, targeting consumer electronics startups	
Boston Consulting Group, San Francisco, CA	Jan 2017 – May 2024
<i>Project Leader (2023 – 2024); Consultant (2019 – 2022); Associate (2017-2019)</i>	
<i>Achievements: Top 10% performance in cohort, direct promote to post-MBA role with 100% MBA tuition sponsorship</i>	
<ul style="list-style-type: none"><u>Led team of 12+ across product, engineering, and design to define product strategy and build AI/ML driven data analytic applications</u> from incubation to launch with an estimated \$50-75M revenue impact for a US truck leasing company<ul style="list-style-type: none">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 valueEnabled client sales account executive to close a \$100M renewal contract by creating a custom analytics dashboard with key insights and recommendations generated from data engineLaunched market facing benchmark tool to generate prospective customer leads and collaborated with marketing to target 8K+ food & beverage industry prospective accountsLed 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)<u>Designed GTM strategy to incorporate AI propensity models and launched expansion sales motions</u> for a B2B SaaS company<ul style="list-style-type: none">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)Partnered with data scientists to create account-based upsell propensity model for 120K+ customer accountsPiloted 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<u>Created e-commerce strategy to drive aftermarket parts revenue growth in US and China</u> for a construction equipment OEM<ul style="list-style-type: none">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 ChinaOptimized 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<u>Established post-merger GTM strategy and integration plan</u> for a \$10B+ conversational AI B2B SaaS company<ul style="list-style-type: none">Analyzed joint 300K+ customer database and identified ~10K priority accounts worth \$1.4B in cross-sell opportunitiesDeveloped 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
<i>One of seven BCG consultants in US selected for BCG X digital rotation program to work as a technical product manager</i>	
<ul style="list-style-type: none"><u>Launched two health record features for a patient mobile app</u> that allowed patients to access personal health records from multiple EHR systems in a single application for a national healthcare system<u>Managed a team of data scientists to create a fleet delivery and route optimization MVP product offering</u> unlocking an estimated \$33M in logistics cost savings for the 2nd largest US food service distributor<u>Conducted product validation and tech-stack due diligence</u> of \$3B valuation tech-enabled urgent care and primary care provider	

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- 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

<ul style="list-style-type: none">Master of Business Administration, The Wharton School of BusinessMaster of International Studies, The Lauder InstituteBachelor of Arts, major in Mathematics, The College of Arts and Science	May 2021
	May 2021
	May 2016