

BRANDON KHOO

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WORK EXPERIENCE

PRODUCT LEAD, ECOSYSTEM

Feb 2025 – Present

AMPLITUDE [San Francisco, CA]

- Launched a unified User Profile, deepening user connections across other parts of Amplitude (Session Replay, Guides, Surveys, and Experiment) increasing activation by 17% across key workflows
- Introduced a multi-agent AI system (Model Context Protocols) to automate root cause analysis across Confluence, DataDog, Zendesk, reducing engineering support load by 30%
- Delivered an AI-powered Webhook Copilot, empowering the developer community to collaboratively build integrations, improving setup completion rates by 50% and increasing org activation rates 15%
- Featured speaker at [Twilio SIGNAL 2025](#) with [TheRealReal](#), presenting to 200+ attendees on scaling personalization
- Authored 7 [thought leadership](#) pieces around Data, Governance and Product Management best practices

PRODUCT LEAD, SESSION REPLAY

Aug 2024 – Jan 2025

AMPLITUDE [San Francisco, CA]

- Owned product vision and strategy for Amplitude's [Session Replay](#), leading delivery across two engineering teams (SDK and Core Session Replay team)
- Launched AI replay summaries, reducing review time by 50% and auto-surfacing key interaction patterns for teams
- Integrated replays into Amplitude's experimentation platform, enabling 25% adoption lift through variant-level session insights

SENIOR PRODUCT MANAGER, CDP

Mar 2024 – Aug 2024

AMPLITUDE [San Francisco, CA]

- Defined 1-year vision, strategy and roadmap for Amplitude's CDP, driving a 3.5x increase in revenue (\$6M to \$21M)
- Built AI-powered audience segmentation using LLMs and statistical clustering, improving activation targeting by 15%
- Enhanced [Amplitude Recommendations](#), a machine learning powered personalization engine, by upgrading the User Profile API for faster real time suggestions and adding richer attributes like product category, SKU, and metadata. These enhancements drove 20% higher engagement and 15% more content consumption for customers like HBO.

PRODUCT MANAGER, CDP

Mar 2022 – Feb 2024

AMPLITUDE [San Francisco, CA]

- Launched Amplitude's Developer Portal (0 → 1), transforming it into the central hub for the developer community and expanding the integration ecosystem from 40 to 130+ within a year by onboarding strategic partners in marketing automation and experimentation, including Insider, Statsig, CleverTap, Optimizely, and LaunchDarkly.
- Rolled out [Amplitude Plus plan](#), a cost-effective bundle that generated \$3M in incremental revenue from SMBs

PRODUCT OPERATIONS MANAGER

Nov 2020 – Feb 2022

AMPLITUDE [San Francisco, CA]

- Joined the fastest growing startup in the Analytics space pre-IPO (Series E); company went public at \$7 billion
- Spearheaded multiple product launches ([Amplitude Audiences](#), [Amplitude Experiment](#), [Snowflake Export](#)) working cross-functionally with Sales, Operations, Marketing & Product teams

STRATEGY & OPERATIONS MANAGER

Apr 2019 – Oct 2020

UBER [San Francisco, CA]

- Co-founded and launched Uber Moments, an experience marketplace on UberEats, resulting in profitable ticket prices of \$109 (5x Eats avg), high user and host satisfaction scores of (15% higher than the industry average), and placement in 16+ media articles, including [Forbes](#), [TechCrunch](#), [Engadget](#), and [Fox Business](#)
- Led multiple A/B tests with CRM campaigns increasing courier retention by 1.6% (+\$0.6M in annualized)

SENIOR CONSULTANT

Jul 2016 – Apr 2019

KPMG [Brisbane, Australia]

- Identified and presented 45 cost saving initiatives totalling \$100M+ to QLD Transport (QTMR) executives
- Developed a Performance Management Framework for United Care Queensland with projected annualized savings of \$65M

EDUCATION

Scrum Product Owner Certificate [Scrum Alliance]

Jan 2020

Queensland University of Technology [Brisbane, Australia]

Jul 2016

- Bachelor of Electrical Engineering & Bachelor of Finance
- Awards: Dean's List & Distinction, Golden Key Honor Award (Top 15% in the cohort)

TECHNICAL SKILLS & INTERESTS

- **Technology:** Amplitude, Bolt, Figma, Salesforce, Jira, Loom, Confluence, Miro, Figma, Productboard, Discourse, DataDog, Braze, Intercom, Hubspot, Tremendous, Amazon S3, Snowflake
- **Interests:** Crypto (active investor on Coinbase and Gemini, NFT Collector), Avid Traveler (20 countries explored, including a hike on Falljokull, Europe's largest glacier in Iceland), Tennis, NBA, Games (Dota 2, Starcraft 2)