

# BRANDON KHOO

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## WORK EXPERIENCE

Role	Location	Period
<b>PRODUCT LEAD, ECOSYSTEM</b>		<b>Feb 2025 – Present</b>
<b>AMPLITUDE</b> [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 <a href="#">Twilio SIGNAL 2025</a> with <a href="#">TheRealReal</a> , presenting to 200+ attendees on scaling personalization		
• Authored 7 <a href="#">thought leadership</a> pieces around Data, Governance and Product Management best practices		
<b>PRODUCT LEAD, SESSION REPLAY</b>		<b>Aug 2024 – Jan 2025</b>
<b>AMPLITUDE</b> [San Francisco, CA]		
• Owned product vision and strategy for Amplitude's <a href="#">Session Replay</a> , 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		
<b>SENIOR PRODUCT MANAGER, CDP</b>		<b>Mar 2024 – Aug 2024</b>
<b>AMPLITUDE</b> [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 <a href="#">Amplitude Recommendations</a> , 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.		
<b>PRODUCT MANAGER, CDP</b>		<b>Mar 2022 – Feb 2024</b>
<b>AMPLITUDE</b> [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 <a href="#">Amplitude Plus plan</a> , a cost-effective bundle that generated \$3M in incremental revenue from SMBs		
<b>PRODUCT OPERATIONS MANAGER</b>		<b>Nov 2020 – Feb 2022</b>
<b>AMPLITUDE</b> [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 ( <a href="#">Amplitude Audiences</a> , <a href="#">Amplitude Experiment</a> , <a href="#">Snowflake Export</a> ) working cross-functionally with Sales, Operations, Marketing & Product teams		
<b>STRATEGY &amp; OPERATIONS MANAGER</b>		<b>Apr 2019 – Oct 2020</b>
<b>UBER</b> [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 <a href="#">Forbes</a> , <a href="#">TechCrunch</a> , <a href="#">Engadget</a> , and <a href="#">Fox Business</a>		
• Led multiple A/B tests with CRM campaigns increasing courier retention by 1.6% (+\$0.6M in annualized)		
<b>SENIOR CONSULTANT</b>		<b>Jul 2016 – Apr 2019</b>
<b>KPMG</b> [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		
<b>EDUCATION</b>		
<b>Scrum Product Owner Certificate</b> [Scrum Alliance]		<b>Jan 2020</b>
<b>Queensland University of Technology</b> [Brisbane, Australia]		<b>Jul 2016</b>
• 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)