

Eeva Foo

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Strategic PM passionate about building safe, ethical AI systems, with expertise launching specialized AI products from 0-to-1 while balancing technical excellence, responsible implementation, and commercial viability.

WORK EXPERIENCE

Stealth Startup

New York City, NY

Founding Product Manager

Nov. 2023 - Present

- **Lead 0-to-1 development and commercialization of an AI-powered credibility assessment platform**, pioneering AI adoption in legal, insurance, and employment sectors.
- Launched the **first AI video analysis platform used in a live legal deposition**, leading cross-functional teams to ensure seamless deployment and real-world applicability.
- **Develop and lead strategic roadmaps**, leveraging insights from **100+ user interviews** to shape market positioning, product vision, and beta rollout.
- **Define and optimize critical trade-offs** between **AI model accuracy**, **system latency**, and **user experience**, ensuring both analytical integrity and responsiveness.
- Improve **model accuracy by 15%** through optimization while implementing **adversarial testing**, **fairness validation**, and **interpretability checks** to ensure responsible AI deployment in high-stakes application.

Ethlas

Singapore, Singapore

Product Manager

Oct. 2022 - Jul. 2023

- **Led 0-to-1 product development as first PM** at a gaming and infrastructure startup (\$8.7M seed funding from Peak XV Partners, Grab, Makers Fund), defining product vision and strategy.
- Shipped flagship mobile gaming app from concept to **100K downloads and 50K MAU within three months**, rapidly iterating based on user feedback and market signals.
- **Led strategic product decisions during rapid scaling**, aligning cross-functional teams around core priorities that drove industry-leading retention and engagement, and a **5x increase in ARPU**.
- Identified market shifts and **led strategic product repositioning**, optimizing monetization to **3x revenue efficiency within four months**.

Revery Labs, Inc.

San Francisco, CA

Product Manager

Mar. 2021 - Aug. 2022

- **Led 0-to-1 product development** as first PM at a healthtech startup pioneering gamified sleep therapy (\$3.5M pre-seed funding from Peak XV Partners, GGV Capital) later acquired by the Mental Health Association of SF.
- **Partnered with Stanford sleep medicine experts** to design science-led features based on clinical research, translating their insights into an engaging mobile game, achieving **61% DAU/WAU** and **top-quartile retention**.
- **Navigated trade-offs between engagement and clinical efficacy**, designing features that **3x retention** and **4x session length** while **increasing total sleep hours**—our key measure of real-world impact.
- **Established a data-driven experimentation framework** that increased development efficiency 40% and enabled 8 successful product launches in four months, shaping feature prioritization and iteration cycles.

EDUCATION

Singapore Management University

Singapore, Singapore

Bachelor of Laws (LL.B), Major in Law with a minor in Political Science

2016 - 2020

TECHNICAL SKILLS

AI/ML: AI strategy and commercialization, computer vision and speech analysis AI models, implementing responsible AI practices (bias testing, interpretability), optimizing real-time accuracy-latency trade-offs

Data Analytics: Excel/VBA, Google Analytics, SQL, BigQuery, Amplitude