Emma Tan – Product Strategy & Data Innovation Practitioner

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Core Competencies

• Strategic planning and technology trend analysis
• End-to-end product design and cross-functional process management
• Business development, partnership negotiation, and investment support
• AI, IoT, telecommunications algorithm design, and UX integration
• Data analytics, KPI modeling, and international project execution
• Public speaking, content marketing, and executive communications

Education

Master's Degree – National Chung Cheng University, Computer Science (AI & Machine Learning) (2002/6 – 2005/5)

Bachelor's Degree – Tamkang University, Computer Science (1998/9 – 2002/6)

Professional Experience

Groundhog Tech. – Senior Program Manager (2024/6 – Present)

• Spearheaded RAN-side LLM AI assistant for real-time operational insight via natural language
• Initiated research and prototyping of Smart City V2X modules and Digital Twin simulation framework
• Designed and implemented DPI capabilities to decode core network protocols and enable end-to-end telecom KPI assessment
• Applied RealMotion technology in national security, fraud detection, and marketing targeting

Groundhog Tech. – Product Design & Data Analysis Manager, Assistant to Chairman (2022/6 – 2024/6)

• Led process optimization and internal workflow design for product and data teams
• Developed 4G/5G base station KPI evaluation models and deployment support systems
• Designed tools to assess user experience, traffic distribution, drop call rates, and frequency planning
• Standardized database documentation for international telecom project delivery

iDaka Tech. – IoT R&D; Consultant (2022)

• Developed IoT systems for tunnels and high-rise construction sites
• Enabled real-time positioning and check-in to enhance safety and workforce control

Kidscareer – Founder & CEO (2018/9 – 2022/5)

• Built an AR-enhanced activity platform with 40,000+ users and 6,000+ events
• Website accumulated over 5 million views
• Annual revenue exceeded NT$10 million
• Partnered with over 200 locations; won Taipei Living Lab Award in 2019

104 – Chairman's Special Assistant (2017/8 – 2018)
• Developed training programs and market feasibility for KIDS division

Kiidsfun – Founder (2015/9 – 2017/8)
• Created a parent-vendor matchmaking platform
• Won multiple startup awards and selected as featured app on iOS/Android
• Partnered with 1,000+ parenting venues in Taiwan

Accupass Taiwan – Product Director (2015/2 – 2015/9)
• Led product team on new platform release; achieved 1.5M RMB monthly GMV

CyberLink – Senior Product Manager / Department Head (2010/4 – 2015/2)
• Led the planning, design, and market validation of multimedia software products
• Directed PhotoDirector, which received the Taiwan Excellence Gold Award in both 2013 and 2014
• Successfully positioned "YouCam Perfect" and "YouCam Makeup," each achieving million-level downloads
• Led product teams across design, analytics, and roadmap execution
• Conducted internal trainings and represented product teams in external workshops and tech talks

COREL – Senior UX Designer (2007/3 – 2010/2)
• Designed user interfaces for graphics and multimedia software

ASUS – Firmware Engineer (2006/11 – 2007/2)
• ARM-based firmware engineer for advertisement interface systems

LITEON-IT – Firmware Engineer (2005/5 – 2006/9)
• ARM firmware engineer, developed DVD player UI and system integration