

# Eugene Y. Nam

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## RECENT EXPERIENCE:

### VenueBook

*Dec 2015 – Dec 2017*

#### Product Manager

- Led product roadmap and project management to support the engineering, design, and operational teams. Ran weekly sprint planning and daily standups to establish shared vision and consensus on priorities.
- Built relationships with end users on both the agent and consumer sides, and investigated bug reports with the support desk to gain insightful user feedback and provide data driven recommendations.
- Created lightweight wireframes and prototypes using Axure and Sketch to visually communicate product feature requirements prior to designer handoff.
- Scheduled development activities with engineering, assisted in determining the best technical implementation methods, and managed QA testing prior to production releases to ensure product functionality and stability.
- Improved monthly leads by 104% (221 to 451 per month to date) at a CMGR of 3.0% by optimizing our marketplace search with relevant search tools/filters and updating our venue profiles with pertinent data (e.g. amenities, reviews, responsiveness, and food & beverage options).
- Grew venue marketplace inventory by 237% (782 total venues to date) by launching a freemium model to expand our B2B offerings and developing a SaaS onboarding process to reduce average training from 4 weeks to 1 week, thus reducing monthly churn from 5% to 1%.
- Increased monthly customer conversion from 2.3% to 7.2% by redesigning our a SaaS platform with an operational dashboard and messaging feature to help partners effectively monitor incoming leads and manage bookings.

### VenueBook

*Sept 2015 – Dec 2015*

#### Product Intern

- Authored product user guides for onboarding venue partners and internal employees.
- Facilitated communication across departments to convey the advantages of each release and manage expectations.
- Performed competitive analysis and market research for new feature ideation.
- Collaborated with the Director of Marketing to articulate the benefits of our product into outward-facing messaging.
- Documented all bug tickets in Asana and escalated them to the engineering team based on scope and priority.
- Established a base QA process to ensure site functionality for all production releases.

### Startup Institute

*June 2015 – Aug 2015*

#### Web Design – Full-Time Program

- Selected from a competitive applicant pool for an eight-week immersive program that helps individuals develop the skills, mindset, and network to be high-impact at a high-growth company.
- 1st place at IdeaHack (Spare NYC): As part of the hackathon, I worked with a cross functional team to develop a content strategy while improving user and partner acquisition with a \$0 budget constraint.
- Partner Project (Vizalytics Technology Inc.): Worked with a team of four to redesign the website & mobile app and overhaul the branding strategy to improve product awareness.
- Coursework: HTML + CSS, JavaScript, jQuery, UX/UI design, Rapid ideation, Product Management, and Typography.

### General Assembly

*Sept 2014 – Dec 2014*

#### User Experience (UX) Design – Part-Time Course

- Learned core skills as a UX designer such as user research, wireframing, prototyping, and user testing.
- Designed a mobile application for dog owners from concept to prototype using Axure, Sketch and InVision..

### General Assembly

*Dec 2013 – Mar 2014*

#### Product Management – Part-Time Course

- Gained fundamental skills to be an effective product manager.
- Developed a conceptual whisky ratings application while demonstrating my understanding of market analysis, product life cycles, user personas, wireframes, feature prioritization, product roadmaps, and MVP validation.

## OTHER EXPERIENCE:

### **Royal Bank of Canada – RBC Capital Markets, LLC**

*Mar 2012 – Mar 2015*

Group Risk Management – Associate Director (Vice President)

- Pro-actively managed bank exposure of ~\$1.0Bn across 25 clients within the Communications, Media, and Entertainment portfolio through ongoing risk analysis.
- Assessed financial risk for public and private corporations and provided credit risk decisions and term sheet structuring for high yield and leveraged transactions as part of the due diligence.
- Conducted sensitivity analysis on projections to assess risk level and probability of default while maintaining bank appetite.
- Team leader for RBC's Enhancement Monitoring project – Developed a quarterly internal process for managing and monitoring leveraged lending in compliance with the U.S. Office of the Comptroller of the Currency and FDIC.

### **The Royal Bank of Scotland Group – RBS Americas**

*June 2010 – Feb 2012*

Credit Risk: Global Banking and Markets – Associate

- Analyzed client credit risk quality for 35 accounts across the Consumer Products & Retail portfolio using transaction modeling, stress testing, and industry metrics.
- Recommended credit decisions for proposed transactions and determined internal risk ratings for high grade and high yield counterparties.
- Participated in due diligence and client meetings and provided feedback to relationship bankers to guide business decisions within approved policies and procedures.
- Advised RBS Group Risk Strategy Review and Watch Committee on potential risks and recommended solutions based upon probability and magnitude of default as well as industry dynamics.

### **ABN AMRO Bank N.V.**

*May 2007 – June 2010*

Portfolio Management: Global Banking and Markets – Analyst

- Prepared credit submissions for the Consumer Products & Retail Portfolio for ABN AMRO and RBS.
- Responsible for capital management, documentation and transaction execution for investment grade and non-investment grade clients.
- Developed and executed a \$0.5Bn exposure reduction plan for the bank's US portfolio as part of RBS' acquisition of ABN AMRO.

## EDUCATION:

### **University of Notre Dame – Mendoza College of Business**

*Class of 2007*

Bachelor of Business Administration

- Major: Finance                      Minor: Science, Technology and Values

## LEADERSHIP ROLES:

### **Kiwanis Club of New York City Young Professionals (NYCYP)**

*Feb 2011 – Present*

Volunteer; Vice President (former); Board Member (former)

- Active community service volunteer for The Bowery Mission and other monthly service projects.
- Elected as Vice President (2014 – 2015 term) and voting Board Member (2013 – 2014 term) to represent the best interest of the organization.

### **The Royal Bank of Scotland – Summer Analyst Program**

*May 2010 – Feb 2012*

Junior Mentor

- Volunteered as a mentor to Summer Analysts during their internships at the corporate bank.
- Continued to provide mentorship and guidance to my Summer Analyst post-internship as he transitioned from an academic to a professional setting.