LAI FOONG MING

Singaporean | +65 9235 5125 | linkedin.com/in/laifoongming | laifoongming@gmail.com

Senior Product Manager with 8 years of experience developing AI B2B SaaS solutions across multiple sectors (Deep Packet Inspection, Consumer Analytics, Carbon Accounting and Decarbonisation). A driven and collaborative team player with a proven track record of delivering value to clients quickly. Researched LLM adaptations for low-resource dialects in NUS.

EDUCATION

MASTERS IN COMPUTING   AUG 2023 – DEC 2025

- National University of Singapore (GPA: 4.65/5.00)
- Recipient of the DSO-AISG Incentive Award for LLM Research
- Capstone Research: Adapting LLMs for emotional support chatbot interactions in low-resource dialects
- Research Lab: AI for Social Good (AI4SG) – ai4sg.org
- Teaching Assistant for CS5224 Cloud Computing

BACHELOR OF BUSINESS MANAGEMENT (FINANCE AND MARKETING)   AUG 2012 – JUN 2016

- Singapore Management University (GPA: 3.44/4.00 (Cum Laude))
- Teaching Assistant for IS102 Computer as an Analysis Tool

PRODUCT MANAGEMENT EXPERIENCE

SENIOR PRODUCT MANAGER AT TERRASCOPE PTE LTD   AUG 2022 – NOV 2024

Terrascope is a B2B SaaS corporate venture providing corporate carbon foot printing and decarbonization planning solutions
- Transformed Terrascope from a carbon measurement solution into a comprehensive end-to-end decarbonization platform in line with GHG protocol by launching four new AI enabled products within nine months
- Reduced lead time for delivering new AI capabilities from months to days by championing the MVP concept and delivering key features such as the industry-standard Marginal Abatement Cost Curves (MACC) capability
- Developed the product vision and roadmap through close engagement with clients and decarbonization practitioners, ensuring alignment with market needs, GHG standards, and regulatory requirements

PRODUCT LEAD AT THIS IS SYNTHESIS PTE LTD   NOV 2021 – JUL 2022

Synthesis is a boutique consumer insights consultancy focused on utilizing open data
- Led a start-up team in developing data science enabled analytics products for Fortune 500 B2C consumer insights teams
- Doubled the engineering team's velocity in one month by revamping the release management process
- Implemented a user experience research stream for continuous discovery and fed insights into the product backlog

PRODUCT LEAD (BUSINESS SOLUTIONS) AT MOBILEUM INC   JUL 2021 – NOV 2021

Mobileum Inc is a provider of analytics solutions for telecom operators worldwide that acquired Niometrics Pte Ltd
- Led the business solutions offerings suite, which focused on increasing ROI of telco marketing departments by more effectively targeting and reaching consumers using AI
- Partnered with CXOs to align the product strategy to Mobileum's business objectives for post-acquisition growth

SOLUTIONS MANAGER AT NIOMETRICS PTE LTD   AUG 2019 – JUN 2021

Niometrics is a deep packet inspection startup from A*STAR that was acquired by Mobileum Inc
- Led the development of and brought to market a proprietary data monetization solution that cut customer segmentation lead times from weeks to under 60 seconds thereby displacing the incumbent in a Tier 1 telco
- Developed a new revenue stream and expanded into new market segments by kickstarting the enterprise product line, developing a 5G IoT enterprise network analytics solution from zero to one in three months
- Advised telco clients on leveraging Niometrics' data analytics solutions to increase ARPU and campaign effectiveness

SOLUTIONS ANALYST AT NIOMETRICS PTE LTD   OCT 2018 – JUL 2019

- Developed Market Requirements Documents (MRDs) in close collaboration with client partnership teams and worked closely with design, development and quality assurance teams to deliver robust solutions to clients
- Delivered a new real time network performance monitoring product by overseeing development and collaborating with a Tier 1 telco's stakeholders to develop use cases, understand pain points and craft requirements