

Hamilton Le

+852 9225 6559
hamilton.m.le@gmail.com
<https://www.hamiltonle.com>
<https://www.linkedin.com/in/hamiltonle>
WeChat: Ham656, or scan the QR code →



PROFILE

Product manager with 8 years of experience in leadership roles, business development, & full stack web technologies. Team player, self-starter, and always thinking about the end customer.

EXPERIENCE

Prenetics Ltd | *Senior Product Manager* **Aug 17 – Present**

Product Design, Development, & Management

- Product owner for 5 digital health products across HK, SG, Malaysia, & Thailand
- Oversaw design, product, & engineering teams to launch new DNA product in Vietnam
- Led a product team of designers, PMs, & marketers to continually deliver customer value

Launchpilots Ltd | *China GM & APAC Head of Customer Success* **Mar 14 – Aug 17**

Digital Marketing, Customer Onboarding, & Retention

- Managed sales team and CRM processes to win pitches from 100+ brands and deliver services with 30% repeat contracts within 12 months
- Initiated and grew industry newsletter to 2300+ senior marketing professionals, with 32% avg open rates, increasing inbound leads by 10x YoY

Product Development & Management

- Utilized customer interviews to optimize the platform UX and product features which increased customer logins by 3x and decreased manual account delivery by 70%
- Managed the expansion to 10 new markets and consequently grew our user base by 8x

Euromoney Institutional Investor | *Research & Project Manager* **Sep 12 – Mar 14**

Client-Facing Financial Research

- Lead researcher on APAC Distressed Debt & Corporate Restructuring, Asian High Yield Bond & Fixed Income, and Power & Infrastructure in Indonesian and Mongolian

AIESEC Hong Kong Ltd | *Country Manager* **Jul 2010 – Jul 2012**

Team Empowerment & Stakeholder Management

- Managed 5 department managers, oversaw the advisory boards, & dealt with strategic issues relating to operations, legal, & human resources
- Relationship management with key customers, HK Gov, & all 8 HK UGC universities

U.S. State Department's 'The Salaam Program' | *Program Manager* **Jan - May 2010**

Program Management & External Relations

- Led a \$700,000 USD project, aimed at facilitating healthier international relationships between the United States and the Middle East through educational programs

EDUCATION

University of Illinois at Urbana-Champaign | *B.A.; Education & Music* **2005 – 2010**

Chinese University of Hong Kong | *Academic Exchange* **Fall 2007**

RECOGNITION

One of ten startups accepted into Swire's **Blueprint B2B Accelerator** program **2015**

Recipient of the **Kiva Microfinance** Fellowship **2010**

National Award for **ASTA** Student Chapter of the Year (during role as president) **2009**

Dr. Robert E. Thomas Award & Scholarship for Future Promise in Education **2009**

John & Elvia Suter, & Karl Montague Hakes Scholarship for Creativity in Education **2009**

SKILLS

Languages: English (Native), Vietnamese (Fluent), Mandarin (HSK 3), French (Basic)

Programming: Ruby, SQL, Javascript, HTML5, CSS3, Bootstrap, Rails, Sinatra, Middleman, WeChat Mini-Program, Git & Version Control, RESTful APIs,

Others: Wordpress, Squarespace, cPanel, Heroku, CRM Systems, Mailchimp, Intercom, Buffer, Hubspot, Mixpanel, Facebook Ads, Word, Excel, PowerPoint, Google Suite, Trello, Jira, Slack

VOLUNTEER

展翼计划 Hands On China | *Product Strategy Advisor* **May 17 – Present**

Rising Vietnam | *Advisory Board Member on Partnerships & BD* **Sep 16 – Present**

University of Hong Kong, Bus & Econ Faculty | *Research Assistant* **Feb 14 – Feb 15**

- Legal research, PM of an online database, & secured funding to expand research goals

Project TEACH | *Founder* **Mar 10 – Aug 10**

- Social Initiative to provide US English teachers for Bahraini orphans in low-income areas

PORTFOLIO

Please visit <https://www.hamiltonle.com> to view more about myself & my web development projects