Marcus Chen

VP Product @ Meta | Ex-Google, Stripe | Stanford MBA | Building AI products for billions of users

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I build products that matter at scale.

Currently leading Meta's AI consumer products and Instagram monetization as VP of Product. My team of 45 PMs is responsible for products reaching 400M+ monthly users and driving $1.4B+ in annual revenue.

Before Meta, I spent 4 years at Google shaping the future of conversational AI. I grew the Google Assistant third-party ecosystem from 1,200 to 35,000+ Actions and led the Smart Displays product line to $700M in revenue.

My journey in tech started at Stripe, where I was the first PM hire for Stripe Connect. Watching that platform scale from zero to $8B in payment volume taught me everything about building platforms that enable others to build.

I'm passionate about:
• AI products that enhance human capability (not replace it)

- Platform ecosystems that create win-win-win dynamics
- Building and scaling world-class product teams
- Mentoring the next generation of product leaders

Stanford MBA (Arjay Miller Scholar) | MIT CS

Always happy to chat with aspiring PMs, founders, and anyone working on interesting problems. DMs open.

Featured

Forbes 30 Under 30: Enterprise Technology
Forbes • 2015

How We Scaled Stripe Connect to $8B
First Round Review • 2019

Building AI Products at Scale
Mind the Product Conference • 2023

Google Founders' Award Recipient
Google • 2019

Experience

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Vice President, Product Management
Meta
Jan 2020 - Present • 5 yrs
Menlo Park, California

Leading Meta's AI consumer products and Instagram Reels monetization.

- Built and lead 45-person product organization across Instagram Reels monetization and Meta AI consumer products
- Drove $1.4B incremental annual advertising revenue through new monetization products
- Launched Meta AI assistant across WhatsApp, Messenger, and Instagram, reaching 400M+ MAU within 8 months
- Architected creator monetization strategy increasing creator earnings 3.2x YoY

Director, Product Management

Google

Mar 2016 – Dec 2019 · 3 yrs 10 mos
Mountain View, California

Led Google Assistant third-party platform and Smart Displays product line.

- Grew Google Assistant Actions ecosystem from 1,200 to 35,000+ integrations
- Led 120+ person cross-functional team shipping Smart Displays generating $700M+ revenue
- Secured $50M incremental investment from CFO for conversational AI commerce roadmap
- Recipient of Google Founders' Award for exceptional contribution to company strategy

Senior Product Manager

Stripe

Jun 2013 – Feb 2016 · 2 yrs 9 mos
San Francisco, California

First PM hire for Stripe Connect platform.

- Scaled Stripe Connect from $0 to $8B in annual payment volume
- Launched marketplace payments in 12 new countries, increasing international revenue 240%
- Reduced merchant onboarding from 14 days to 2 hours through automated verification

Education

Stanford Graduate School of Business

Master of Business Administration - MBA

2011 – 2013

Arjay Miller Scholar (Top 10%). Focus: Technology Strategy, Entrepreneurship

MIT

Massachusetts Institute of Technology

Bachelor of Science - Computer Science

2005 - 2009

Magna Cum Laude. Undergraduate Research: Machine Learning Lab

Skills

Product Strategy   AI/ML Products   Platform Development

Executive Leadership   Team Building   P&L Management   Go-to-Market Strategy

Data-Driven Decision Making   Stakeholder Management   Board Presentations

M&A Due Diligence   API Design