Hoang (Henry) To

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EXPERIENCE

Vistar Media, *DOOH Programmatic Ads Platform* — 2023
Consultant — Remote
- Conducted user research of internal and external stakeholders of ads platform (20+ interviews); consolidated main pain points focusing on account executives' workflow and articulated insights to stakeholders
- Defined and forecasted launch, adoption plan, and success metrics for an analytic data dashboard automating account support operations; increased efficiency of QBR workflow of account executives by 40%+

Amazon.com, Inc. (return offer impacted by hiring freeze) — 2022
Senior Product Manager Intern, Alexa Experiences & Devices — Sunnyvale, CA
- Collaborated with technical product managers, designers, engineers, and cross-functional teams across Alexa, solidifying hardware and software features of an Alexa device with a nine-figure projected annual sale
  - Investigated financial impacts of an industrial design on pricing and profitability; saving seven figures in cost
  - Scoped workstreams to fit in a new NLP model for Alexa that improves User Perceived Latency by 50%+
- Analyzed launch scenarios, gathered user data using SQL, and committed a release in various ads formats in coordination with marketing, public relations, and BI teams; impacting more than one million users

Rimble Inc., *Computer Vision eSports Analytics Startup* — 2021 - 2022
Product Manager – Twitch Extension for Streamers — Berkeley, CA
- Collaborated with founders to develop fundraising presentations highlighting business models and differentiated products and communicating strategic efforts to potential investors
- Led go-to-market for a Twitch chat feature, built on Twitch API, conducted usability testing and managed workstreams with cross-functional partners using Trello; resulting in a 50%+ increase in streamers' engagement

Paidiem Payment Solutions Inc., *Fintech Startup in Payroll and Advanced Pay* — 2021
Product Strategy Intern — Remote
- Performed market scan of payroll technology landscape; identified competitors and feature gaps
- Collaborated with the engineering team to identify and track 5+ KPIs on web applications.

KPMG LLP - Economic & Valuation Services, — 2017 - 2021
Senior Associate (2019-2021), Associate (2017-2019) — Los Angeles, CA
- Built valuation models under various methods including the discounted cash flow, guideline public company, and transaction methods with built-in scenarios and sensitivity analysis
- Built weekly Tableau dashboard of valuation of 300+ entities to Management of a global media client
- Cleaned and analyzed data, and built pricing regression model of 1MM+ car fleet in Python & R; replacing the previous workflow in Excel, improving efficiency by more than 2x

Selected engagement experience (average 20+ transactions per year with a focus in entertainment and media)**:**
- Sony Picture Entertainment's $1B+ acquisition of Crunchyroll, Inc. (US leading anime streaming service):
  - Valued anime content library and relationship with Japanese production companies
  - Held discussions regarding the integration of Crunchyroll into FUNimation with Sony's US leadership
- The Walt Disney Company's $71.3B acquisition of Twenty-First Century Fox, Inc.:
  - Valued customer base of Hulu from 25+ million subscribers across ads and no-ads offerings utilizing historical customer adds, churn rate, customer acquisition cost, and lifetime value

EDUCATION

University of California, Berkeley, Haas School of Business — 2023
Master of Business Administration, *Product Management concentration*
- **Selected electives:** Intro to AI (Python), Computer Graphics (C++), SQL Programming, Marketing Analytics (Python), Pricing, Corporate Finance, Strategy, Sales Force Management and Channels Strategy

University of Texas at Austin — 2025
Master in Computer Science — Online Part-time

University of Southern California, Bachelor of Science, Business Administration, Mathematics minor — 2017

Others/MOOCs*:* Salesforce Sales Operations Professional Certificate, GenAI for Everyone, Postman API

ADDITIONAL

- **Technical/ Tools:** Python, SQL, R, Adobe Creative Suite, Figma, Tableau
- Work authorization: U.S. Citizen, expert two-hour Pho chef