

SINATH NEANG

San Francisco, CA | 415.794.2281 | sinath.j.neang@gmail.com | www.linkedin.com/in/sinathneang

EXPERIENCE

Accenture Intelligent Products & Platforms, Senior Technology Strategy Consultant

Jul 2016 – Present

Technical Product Manager, T-Mobile, Salesforce and PRM Software Platforms Integration

- Led product strategy, technology assessment, and development of a web portal for partners, leverage a third-party API to integrate with CRM, with ROI of 1300 deal registrations, 25K+ general availability, market share increased by 5%
- Collaborated with cross-functional, product and engineering leadership, while led a team of 8 (1 PO, 1 designer, 2 BSA, 3 Eng., 1 UAT Analyst) to design partner experiences for lead, opportunity, and quoting
- Shipped the web form sign up page and system notifications, automating part of the deal registration workflow across the partner-facing and internal sales teams

Product Manager, Salesforce & Demandware (eCommerce Cloud) Post-Merger Software Platforms Integration

- Served as a Product Manager for the integration of acquired eCommerce Cloud product into Salesforce ecosystem
- Led product discovery from concept to post-launch across 4 workstreams and collaborated with cross-functional internal customer facing business and IT stakeholders to define personas, and user journey for direct customers and partners to bring new business models and features to Salesforce
- Shipped 329 feature requirements that optimize sales team's internal experience and the ability to effectively do their jobs, resulting in adoption by 30k+ new users and 30% increase in work productivity

Technical Marketing Product Manager Lead, Google Ads, Global SMB Email Production

- Lead Google Ads modular and responsive email and in-product notification production across 10+ verticals, drive decisions across cross-functional teams, 45+ stakeholders from product, marketing, designers, engineering, data scientists, analytics
- Define campaign roadmap, scoping, estimating, prioritization, capacity planning to designing workflow, and A/B testing
- Launched personalized campaigns and in-product notifications with a reach of 40M+ users, driving user engagement, product adoption, and resulting in a \$2.5B in action revenue for FY20
- Manage 3 onshore and 25+ offshore resources, leading of agile email development, forecasting, and a marketing budget of \$1.3M+ quarterly

Technical Marketing Product Manager, Google Store, Retail B2C Email Production

- Led Google Store for Retail online email marketing campaign to drive user engagement and purchases on store site
- Launched 48 promotional emails for Google hardware products with a reach of 27M+ subscribers, yielding a 20% increase in site traffic for Google Store
- Developed standardized requirements intake form and leveraged modular email to scale, reduced cost by 50%
- Owned the Product Program and led the overall campaign delivery with cross-functional teams/ managing expectations across 3 Product Marketing Managers, designers, 13 offshore resources, experimentation, and 2 data analysts

Technical Product Marketing Manager, Google Cloud, G Suite B2B Email Production

- Managed the email marketing development team for G Suite products, with 5M+ paying users, for 9 onboarding & upsell and cross-sell programs – collaborated with cross-functional teams, 60 new emails launched in 2 months
- Led localization in 9 languages across 43 markets, driving a 30% increase in audience reach across programs, 40% increase in open rate, and 25% increase in conversion rate, driving product and user adoption as well as A/B testing
- Owned the Product Program and led the overall campaign delivery with several teams/ managing expectations across 2 Product Marketing Managers, two creative strategists, 13 offshore resources, two localization vendors, and 2 data analysts

EXTRACURRICULAR

Marketing Product Manager (MPM) Coffee Chat Lead

- Created a virtual space to create a community that foster creativity, learnings, team engagement for 25+ MPMs

Email Accessibility Champion

- Developed a training deck to empower 25+ MPMs to familiarized and educate clients/stakeholders on email accessibility features (1) to meet Google overarching OKR, create product that is simple and accessible by all users (2) familiarized and understand how these features fits into our scope of work/contract

EDUCATION

University of California, Davis– College of Letters and Sciences

June 2016

Bachelor of Arts, Economics; Minor, Communications

SKILLS

- Programming Languages: SQL, HTML, CSS, Python
- Software: Tableau, Jira, Rally, Trello, Growth Notification Platform, Content Management System, Salesforce, Cloud, SaaS