

SINATH NEANG

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EXPERIENCE

Product Manager at Accenture Intelligent Products & Platforms

Jul 2016 – Present

Software Implementation Consultant, Stripe Partner Implementation

- Lead the technical implementation of software product delivery, interface with users, develop thorough understanding of their requirements, apply Stripe product best practices to design an optimal solution that support the client's business process and exceeds functional requirements
- Own the full onboarding cycle for mid-market and enterprise companies from contract signing with Stripe to launch

Technical Product Marketer Team Lead, Google Ads, Global SMB Email Production

- Led an intelligent modular email design and development for Google Ads to drive acquisition, adoption and retention
- Launched personalized A/B test campaigns and in-product notifications with a reach of 40M+ users, driving a 20% increase in user engagement, 10% increase in product adoption, and a \$2.5B in action revenue for clients in FY20
- Reduced cost by 50% by identifying MVP for the build, evaluate trade-offs, and design for scalability
- Grew revenue growth by 50% to 130%+ quarter-over-quarter by providing high-quality products, expertise, and new offerings
- Drove design and technical discussion to drive decision and alignment across teams, partnering with marketing, engineer, data science, and cross-functional teams, while supervising 3 direct reports and manage a team of 30+ dev/QA resources to design and deliver solutions for clients across 14+ verticals for emails and push notifications design and development

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

- Drove Google Store email marketing development that drives user engagement and purchases on store site by developing personalization emails across Google's hardware products focused on promotional and transactional global campaigns and managed a team of 12+ people
- Increased 20% in Google Store site traffic by A/B test, launching 48 personalized promotional emails for Google hardware products that reached 27M+ Google Store subscribers
- Optimized processes by developing a standardized requirements intake template drove effective collaboration across teams and leveraged reusable email templates to scale development which reduced cost by 50%

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

- Launched a partner web portal for deal registration features, resulting in a return-on-investment of 1300 deal registrations, 25K+ general availability, and increased market share by 5% for T-Mobile for Business
- Defined a 1–3-year product roadmap, organize feedback into product discovery, and features prioritization, while led a team of 8 (1 PO, 1 designer, 2 BSA, 3 Eng., 1 UAT Analyst) to design partner experiences for the lead, opportunity, and quoting features
- Drove product strategy, technology assessment, and software lifecycle development by collaborating with cross-functional teams from the product, engineering, solution architects, sales, and product scrum teams

Product Marketing Manager, Google Cloud, G Suite B2C and B2B Email Production

- Led 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
- Launched 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

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

- Integrated software platforms of acquired eCommerce Cloud product into Salesforce ecosystem, resulting in adoption by 30k+ new users, 30% increase in work efficiency, and a 15% revenue increase post the merger integration
- Shipped 329 features that optimize sales team's experience and provided the ability to manage their day-to-day inside a single platform from sales, quote-to-cash, post-sales, and partner systems and processes
- Drove product discovery from concept to post-launch, define user personas, user journey to bring new operating models and features live into Salesforce ecosystem by collaborating with cross-functional teams, business and IT stakeholders

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
- Languages: English (fluent), Khmer (fluent)