

# SINATH NEANG

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Passionate, value-driven, product-oriented consultant with experience leading cross-functional teams to plan, build, launch, and manage world-class SaaS innovations. Blend technology skills with extensive Agile/Scrum experience, and a data-driven approach to value generation. Experience prioritizing and managing multiple projects within budget and specifications.

## SKILLS

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- Product strategy, agile/scrum/waterfall product development, stakeholder management, forecasting and capacity planning
- Market Research, business case development, feature prioritization, architecture systems design, user experience, A/B testing
- Tableau, Jira, Rally, Trello, Content Management System, Salesforce, HTML, CSS, JavaScript, Python, SQL, Data Analytics
- Fluent in English and Khmer

## WORK EXPERIENCE | Accenture – Technology Strategy Consultant

Jul 2016 – Present

### Marketing Program Manager – Google Ads, SMB

Jun 2020 – Present

- Lead product marketing development teams for Google Ads SMB (Lead Generation, Skillshop for Scaled Education, Google Display Networks), define product marketing campaign roadmap, detailed requirements, A/B testing, workflow requirements, iterate on campaign prototypes, and launch campaigns and in-product notifications in collaboration with designers, UX, and engineering.

### Marketing Program Manager – Google Store, Retail B2C

Feb 2020- Jun 2020

- Developed standardized requirements intake form and leverage email modularity to scale development, increase efficiency, reduce cost by 50%. Led product marketing development teams for Google Store Retail B2C, launched 48 personalization promotional emails in collaboration with designers, UX, and engineers.

### Product Manager – T-Mobile, Technology & Product

Aug 2019- Dec 2019

- Led a 3<sup>rd</sup>-party partner portal API product design and development that enables sales collaboration with projected 1300 deal registrations, 25K+ GA, a 5% increase in market share
- Managed a 5 person team, collaborated with leadership across product, engineering, sales, and vendor to understand customer needs, business objectives – created a Product Requirements Documentation that outlines the product vision, features prioritization, and user stories, socialized the vision with the broader product and SCRUM teams to bring features live to site
- Defined personas and 22 use cases to design the partner sign-up, lead, opportunity buyer journey

### Product Strategist – Capital Group

Apr 2019- Jul 201

- Led competitive analysis research across 9 rival brands in key social media channels (LinkedIn, Twitter, Facebook, YouTube, Instagram), providing insights into key findings, competitive positionings, and developed social media marketing best practices for sales agents

### Product Marketing Program Manager – Google Cloud, B2B

Apr 2019 – Jan 2020

- Managed the email marketing campaign for G Suite products, w/ 5M+ paying business users, for 9 onboarding & upsell and cross-sell programs – brought to market in 2 months, a total of 60 new campaigns launched
- Led 7 onboarding & upsell, cross-sell localizations in 9 languages 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. Expanded the Free Trials and Onboarding programs journey into Business and Enterprise SKU customers
- Conducted cost-benefit analysis on the delivery strategy of existing campaign programs, saving client \$200K+ in Q3'18. Aggregated quarterly QBR campaigns metrics for executive leaderships report to measured against the targeted OKRs

### Business Analyst – Google Hardware & Devices, Retail Marketing Analytics

Feb 2019 – Apr 2019

- Developed a product vision and roadmap strategy for a data transformation initiative that enabled executives to socialize and achieve stakeholder buy-in. Designed Tableau dashboards for 8 retail marketing operation channels providing insights and performance analytics

### Product Manager – Salesforce

Mar 2018 – Nov 2019

- Led post-merger acquisition product design and development for a \$3.2B acquired e-commerce cloud platform (Demandware) with Salesforce.com Sales Cloud, orchestrated 50+ IT & Business stakeholders requirements workshops, collaborated across the 2 organizations and cross-functional teams (Sales, Rev Ops, Customer Support, Partner, IT) to bring new business models and features live to Salesforce core platform enabling the merger across the organization-wide to operate efficiently, drove impact for 30K+ users' adoption and 30% increase in work productivity

## EDUCATION

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### University of California, Davis– College of Letters and Sciences

B.A., Economics and Minor., Communications