

(JP) Peng Jiang

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Product Manager

Passion for building innovative products from ideation to launch. A multi-functional team leader with superb communication and presentation skills, who can identify strategic market opportunities. A team player with strong synthesizing and bridging skills, who strives for team and personal growth.

Experience

CANADA WOOD CHINA—Shanghai, China

A Canadian government funded organization that promotes cutting edge forestry and construction technology in China.

Senior Project/Product Manager

2014.03 – 2015.08 (1.5 years)

Led a 5-person team that developed and delivered both online and offline technical education and training products and services for the Chinese real estate and construction market.

Website Development and Launch: xuexi.canadawood.cn

- Identified market opportunities and managed product roadmap of an online interactive educational platform to serve over 5,000 business clients by leveraging insights, market research and client feedback analysis.
- Conducted an Agile environment for the team of web service developers and designers, and accelerated the web platform development progress by 1 month from ideation to launch.
- Defined and documented user roles, hierarchy, permissions and all function features for the web platform architecture, ensured all users' quality of learning and experience.
- Managed A/B testing and focus groups while working directly with UX and UI designers, generating 20% more loyal users monthly.

Interactive E-learning Products Development and Launch

- Designed content and led a team of 3 developers and 2 post production contractors to develop a set of 12 online courses using student-centered pedagogy, gaining an extremely high outcome of 70% start to finish ratio of a single course.
- Actively tested and analyzed user feedback to refine requirements of users' learning and interaction experience.

Online and Offline Products Integration

- Redesigned the content and delivery methods of the flagship offline training product through integrating online platform to transform it from a no-fee model into a successful fee-based program that achieved break-even within 12 months while maintaining a 98% satisfaction rate from clients.
- Successfully managed project budgets, schedules, marketing campaigns, and contractors to exceed yearly goals for number of new products launched and customer service satisfaction.

Market Development Project Manager

2012.03 – 2014.02 (2 years)

Led and executed a great number of market research and marketing products to develop the Chinese market.

- Led 3 crucial market research projects surveying over 3,000 clients to demonstrate the scale, segments, trends, and obstacles in China's wood frame construction market, which helped setting 3 key company's strategies.
- Led over 20 successful business and marketing events, including project site visits, seminars, tradeshow, and networking events to develop market partnerships and collaborations.
- Gave over 30 technical and marketing presentations to over 1,000 clients to demonstrate the technical feasibility of modern green wood-frame construction technology, a relatively new market in China.

Project Coordinator

2009.09 – 2012.02 (2.5 years)

Coordinated with engineers to provide technical support and services for Chinese real estate and construction market.

- Transformed clients' technical requests into specifications for technical specialists.
- Evaluated and delivered technical trainings on construction and design for over 300 clients.
- Produced a package of presentation materials that became the new standard for all technical training.

Earlier Positions

Good World Solutions, Communication Consultant, Shanghai, China

2012 – 2013

Rural China Education Foundation, Program Coordinator, Shanxi, China

2007 – 2009

Education

Hult International Business School | San Francisco, CA

Expected August 2016

Master of Business Administration (MBA)

- Top 10% of class. Dean's List

University of Calgary | Calgary, Canada

2003 – 2007

Major: International Business

Additional Information

Software: Microsoft Office, JIRA, Zoho CRM, MS Project, Adobe InDesign, Adobe Illustrator, Google Sketchup

Languages: English (proficient), Mandarin (native), Cantonese (conversational)