Applying for **TPM**
United States

TAE HONG MIN

201-919-7997
contact@taehongmin.com

💗 benevolently.beehiiv.com

EXPERIENCE

TPM – Portfolio Lead   **Peacock @ NBCUniversal**   April 2022 - Current

- Owns E2E Ad Tech Global Delivery Program and Portfolio Lead focused on direct to consumer Ad Integration.
- Facilitated implementation of Nielsen's DTVR NFL Exclusive game Ad measurement solution, enabling measurement of 16.3M concurrent viewers and driving 3% new subscriber growth for on Peacock 2024.
- Spearheaded E2E 50 million dollar AD revenue initiative for World Cup for pre roll ads on SLE on Peacock.
- Leads 50+ projects simultaneously across Peacock with high priority SLEs (i.e. NFL, Olympics, World Cup), VOD Assets (i.e. Movies, TV shows, Short form clips), and Linear Channels (i.e. News, Hallmark, Sports).
- Manages highly complex & cross functional features within ad tech portfolio through prioritization, scope definition, solution design, impact assessment, planning, and implementation on all Peacock Apps.
- Reports to SVP, VP, Sr Directors in tech delivery for strategic decisioning, escalation handling, & road mapping.
- Drives technical project delivery and visibility in cross-functional teams: Principal Software Devs, Principal Architects, Ad Measurement, metadata services, Ad integration, product, Legal, and 3rd party vendors.
- Proactively identifies and manages risks, issues, and dependencies and develop plans to escalate mitigations.

Responsible AI Newsletter Creator   **Benevolently AI**   Feb 2024 - Current

- Manages biweekly AI newsletter covering latest developments in ethical, trust & safety, responsible AI practices.
- Publishes weekly 5-minute AI research recap synthesizing key insights from AI papers such as **Anthropic** & MSFT.

Technical Project Manager   **Bytemark @ Siemens**   Sept 2020 – April 2022

- Orchestrated the execution 10 iOS app updates for public transit companies, serving thousands of users.
- Bridged the gap between product vision and technical implementation, enhancing functional and user experience.
- Balanced efforts effectively to maintain a high-quality app within project deadlines.

Lead Technical Program Manager   **Pyoopl (Startup)**   Sept 2018 – Sept 2020

- Spearheaded the closed beta launch to the iOS App Store Texas college campuses to over 50,000 students.
- Owned the SDLC on a project planning management platform, Shortcut, tracking with a $100,000~ budget.
- Defines short, medium, long term roadmap and manage product team through cross functional collaboration.

Technical Project Manager   **PricewaterhouseCoopers (PwC)**   Aug 2016 – Sept 2018

- Collaborated with Privacy and Legal teams to navigate federal legal laws and ensure national security compliance.
- Supported leadership as technical SME to win multi-million-dollar projects from Fortune 100 companies in Sec.
- Translated customer asks into viable needs by creating optimal solutions that fits best their needs within budget.
- Collaborated with VP, CISO, Directors on $1M+ projects as Technical lead to define precise requirements.

SKILLS AND TECHNOLOGIES

Program & Portfolio Leadership: Global Ad Tech Delivery, Strategic Planning, Chaos Management, Solution Design & Prioritization, Risk Mitigation, Executive Presentation, Rapid Prototyping, Responsible and Ethical AI Safety
Languages: Swift (iOS), Objective-C, SQL   *Tools*: Jira, Trello, Monday, Firebase, XCode, Github, Smartsheets

APP STORE & PROJECTS

- **Cortado:** Developed a vintage camera filter on iOS App Store 4.7/5 stars with daily new user installs & activity.
- **BumbleAidr**: *Winner of Best use of **Oculus Rift** DK2,* Developed a therapeutic VR application to help diagnose and treat patients with ADHD using Oculus Rift. Awarded by Oculus Founder Brenden Iribe.

CERTIFICATIONS

Generative AI with Large Language Models - *DeepLearning.AI* | Career Essentials in Generative AI – *Microsoft*

EDUCATION

Bethlehem, PA   **Lehigh University**   **Class of 2016**

- **BS Integrated Computer Science and Business (CSB) |** Microsoft Student Partner, Programming Chair of ACM