

Roy Lo

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EXPERIENCE

APPIER INC. | Full funnel Enterprise AI solutions Jun '21 – May '24
Director → Senior Director of Product Management | Taipei

Owned Product Lines and Revenue Growth

- Owned **\$XX m** P&L across 2 enterprise product lines, contributing **XX%** of company revenue
- Expanded enterprise client base by **XXX%** through **integrations with Instagram, WhatsApp, LINE, and more**
- Penetrated **Japan (10 clients), Korea (13), and SEA (5)**, driving **40%+ YoY recurring revenue** growth

Delivered AI/LLM Innovation

- Launched LLM-powered “copilot” feature in **2 weeks, achieving >50% client adoption**, boosted customer support response rate by X% and reduced average reply time by X%
- Initiated and launched AI automation across 3 product lines from scratch, developing **omnichannel marketing solutions across SMS, EDM, Web, App, and social channels**, recovering \$XXX K in at-risk ARR within beta stage

Team Leadership & Culture

- Managed **14-person cross-functional org: 5 PMs** (2 senior, 2 junior, 1 director), designers, engineers
- Conducted quarterly performance reviews for 10+ direct and cross-functional team members
- Maintained a stable, high-performing team with **90% annual retention** during leadership tenure

BotBonnie (Acquired by Appier) | Conversational marketing automation SaaS Oct '16 – Jun '21
Co-Founder & CEO | Taipei

Built and Scaled a SaaS Business

- Bootstrapped to \$X m ARR with 75% gross margin and XXX+ enterprise clients (Audi, Uniqlo, GSK)
- Led product, engineering, and GTM execution; personally built and launched the MVP
- Selected as Facebook F8 successful case study and recognized by Google Business Messages with an Innovation Award

Cultivated Strong Culture and Retention

- Scaled team from 4 to 18 in 2 years with < 3-month onboarding ramp
- Maintained 90%+ annual employee retention in a high-churn market
- Introduced OKRs and quarterly review cycles; scored 85/100 in company-wide leadership survey

Fitribe | Consumer wellness social and gamification app Dec '15 – Oct '16
Co-Founder & CEO | Taipei

- Built and launched MVP within 3 months and reached XXK MAU; featured by App Store as a local creative app
- Introduced gamification mechanics for group accountability and feature unlocks, boosting user engagement by 50%
- Conducted 30+ user interviews to refine product direction and validate potential revenue models

DARWIN VENTURE MANAGEMENT | VC firm backing early startups in TW, JP and US Feb '24 – May '24
Entrepreneur in Residence | Taipei

- Evaluated 10+ AI and MarTech startups; advised on product-market fit, GTM, and platform strategies

YAHOO! & INTOWOW | Ad tech and consumer platforms 2011 – 2015
Senior Software Engineer & TPM | Taipei

- Built iOS SDK serving 1M+ mobile video ads/day, improving CTR by XX%
- Developed fraud detection system reducing abuse by 95%; co-authored a patent

EDUCATION

Stanford Graduate School of Business | Palo Alto Jul '24 – Jun '25
Master of Science in Management, Sloan Fellow

National Yang Ming Chiao Tung University | Hsinchu, Taiwan 2004 – 2010

- M.S., Multimedia Engineering in Computer Science department (Valedictorian)
- B.S., Computer Science (Dean's List)

ADDITIONAL

Languages: Fluent in Mandarin and English; basic Japanese

Skills: NodeJS, React, AWS, SQL, Jira, R (beginner), G Analytics

Work Authorization: Eligible to work in the U.S. under F-1 OPT through July 2026; STEM background