

Roy Lo

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EXPERIENCE

Darwin Venture Management

Entrepreneur in Residence

Taipei, Taiwan
Feb. 2024 – May. 2024

- Evaluated and reviewed 10 startup investment opportunities across AI, automation, and marketing software solutions, providing strategic insights to inform investment decisions.

Appier Inc.

Senior Director of Product Management

Taipei, Taiwan
Oct. 2022 – May. 2024

- Led 2 enterprise product lines that generate over 40% of Appier's enterprise product revenue (multi-millions of annual recurring revenue). Specialize in marketing automation and conversation solutions for product vision, project execution, cross-department communication, and people management.
- Initiated and led the development of a next-generation AI-powered marketing automation platform, forming and managing a cross-functional team of 8 members; successfully integrated the platform across 3 core products, rescuing 5 at-risk clients and recovering \$100K in recurring revenue in 6 months.
- Coordinated system design and engineering team formation standard that eventually shortened cross-product development lead time by 25%. Identify critical goals and development milestones; mentor 5 PMs on daily operations.
- Directly supervised 14 people, including product and project managers, engineers, designers, and technical writers.
- Led the integration and rapid release (within 2 weeks) of the company's LLM-based feature into existing products; boosted client adoption rate above 50% through comprehensive sales enablement and customer success training.

Director of Product Management

Jun. 2021 – Oct. 2022

- Expanded enterprise-level client base by 300% through strategic integration across multiple new platforms (Instagram, Web Chat Widget, WhatsApp, KakaoTalk) and the design of over 5 cross-platform ideal-client use cases.
- Facilitated seamless organizational integration following the BotBonnie acquisition by redefining product positioning, separating self-serve and enterprise-only business models, and expanding the team by recruiting 5 new members to accelerate product development.
- Increased BotBonnie's recurring revenue by over 40% YoY.
- Expanded product reach into foreign markets, working closely with regional sales managers, leading to successful market penetration in Japan (10 clients), South Korea (13 clients), and Southeast Asia (5 clients).
- Advised company on discussions about cross-product integrations, with clear products architecture and practical yearly milestones. CEO directly adopted the proposed integration framework in critical global communications and "Ask Me Anything" sessions to showcase long-term enterprise product vision.

BotBonnie (Acquired by Appier)

Co-Founder & CEO

Taipei, Taiwan
Oct. 2016 – Jun. 2021

- Bootstrapped company that generated US \$1M in annual recurring revenue, managed team of 16, and achieved 75% gross margin in 4 years.
- Built a SaaS platform enabling enterprises to launch marketing campaigns across social messaging platforms (Facebook Messenger, LINE), attracting over 500 clients across diverse industries, including automotive (Audi), retail (Uniqlo, GSK Group), leading agencies (Ogilvy, Dentsu), and banking.
- Shaped company's direction in product development, marketing, and engineering. Assumed multiple roles, including software engineer, product manager, and salesperson during exploratory phase of product development. Coded most early-stage software systems and crafted core sales pitch.
- Achieved over 75% average satisfaction rate on my leadership performance from all employees in yearly surveys.
- Honors: Google Business Messages contest demo winner, 2018 Meet Neo Star, Facebook F8 global successful case (Audi), Facebook Marketing partner, LINE tech partner.

Fitribe

Co-Founder & CEO

Taipei, Taiwan
Dec. 2015 – Oct. 2016

- Delivered iOS App within 3 months. Iterated over 20 versions. App attracted 1,500 daily active users and was selected as a local creative app on the iOS App Store.
- Conducted over 30 user interviews to calibrate the product directions and test various revenue streams.

Intowow

Senior Software Engineer & Technical Project Manager

Taipei, Taiwan
Sep. 2014 – Dec. 2015

- Engineered iOS software development kit for serving advertisements that could accept tens of millions of requests per day. Designed business intelligence applications for internal dashboard and supported over 10 client integrations.
- Developed an iOS SDK from scratch within 3 months, successfully meeting the initial customer launch timeline; delivered over one million mobile video ads daily, driving a 10% increase in ad click-through rates.
- Introduced agile software development methodology, acting as team lead to revise the team's development and collaboration process which increased team development speed by 20%.

Yahoo!

Senior Software Engineer

Taipei, Taiwan
Feb. 2014 – Sep. 2014

- Strengthened trust and safety for transactions on newly developed auction platform by integrating fraud and fake information detection systems. Designed automated detection of suspicious products and transactions that can handle hundreds of thousands of new products per day.

Software Engineer

Nov. 2011 – Feb. 2014

- Acted as primary contributor to major fraud detection systems. Identified abnormal access patterns, innovated detection rules, and devised prevention schemes. Team detected hundreds of fraud activities per week, resulting in 95% reduction in reported fraud events to police.
- Maintained legacy auction platforms by addressing software bugs, refactoring e-commerce promotion system, and conducting multiple comprehensive stress tests.
- Won internal Hack Day events twice: best UX hack and best e-commerce hack.
- Co-author, 2013 Yahoo Tech Pulse poster: Fight Against Compromised and Fake User Accounts in E-Commerce.
- Co-author of patent: Method and System for Automatically Choosing Advertisement Theme Color for Display on a Webpage.

EDUCATION

Stanford University

Master of Management, Graduate School of Business

California, US
Jul. 2024 – Jun. 2025

- Enrolled in Formation of New Ventures, Interpersonal Dynamics, Leadership Coaching, Consumer Behaviors.

National Yang Ming Chiao Tung University

Master of Science, Institute of Multimedia Engineering

Hsinchu, Taiwan
Sep. 2008 – Sep. 2010

- Graduated as Valedictorian of Institute of Multimedia Engineering, won Phi Tau Phi Scholastic Honor.
- Won 2009 CS Cup of Campus Championship (out of 12 competing teams) with a Facebook App that helps people plan and record travel together.

National Yang Ming Chiao Tung University

Bachelor of Computer Science

Hsinchu, Taiwan
Sep. 2004 – Jun. 2008

- Dean's List 2007
- Helped organize 5 Student Association activities, including several computer science summer camps and orientation camps.

ADDITIONAL INFORMATION

Language skills: Fluent in Chinese and English; basic in Japanese

Other interests: Growth marketing, escape games (50% success rate among 8 games), cooking (Taiwanese stir-fries, Japanese rice bowls, and Hong Kong-style soups), oil painting, tennis, and pool ball (committee member in college)