EUGENE YAP

PRODUCT & PROJECT MANAGER

CONTACT INFORMATION

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EMPLOYMENT HISTORY

Senior Product & Project Manager, Rakuten Inc. - *Tokyo, Japan | Singapore, Singapore*

April 2017 - November 2019

Product owner for user behavioral targeted search ads.

Worked with engineers and data science team to create an end-to-end data science platform and used machine learning ensemble methods to generate recommendations of items that a user might be interested in purchasing.

Managed and worked with a culturally, geographically and linguistically diverse team of software developers, system architects, devops engineers, QA and data scientists.

Responsible for product roadmap, lifecycle management and technical performance of the product as well as consultations with business owners on commercial performance of the product.

Product & Project Manager, Starhub Pte. Ltd. - *Singapore*

November 2016 - April 2017

Product manager of the Company's data management platform. Role required end-to-end product delivery from approval to release within a short timeframe.

Worked closely with Oracle's technical team to setup the system (BlueKai) and troubleshoot any technical issues and with 3rd party partners for onboarding onto the platform (e.g. The Trade Desk, DataXu, MediaMath etc.).

Together with business owners, expanded initial launch scope by enabling user out-of-home data gathering for lookalike modeling and user segmentation & to retarget offline users instead of online only data gathering and segmentation.

Product Development Consultant, BTM Entertainment - *Remote*

Sept 2016 - November 2016

Worked with higher management to gather market requirements for current and potential users by conducting market research and analysis.

Work closely with front and back-end development teams to translate user

SKILLS

Product Management

Agile (Scrum & Kanban) & Waterfall Development

Microsoft Office

JIRA, Confluence

GCP, AWS

IBM Cloud (Watson)

Adobe Premiere Pro

Adobe Photoshop

Tableau

Microstrategy

Balsamiq (Prototyping & Wireframing)

HTML, CSS, ES6+

PostgreSQL

MongoDB

Data Science

Data Engineering

Machine Learning Tools & Methodologies

Git

Leadership & Management

Communication Skills

Resource Planning, Budgeting & Allocation

Analytical & Detail Oriented

Highly Adaptable & Fast Learner

stories into features.

Successfully deployed an online storefront for the Company within a limited period of time and with limited resources (~3 months).

Developed and implemented the Company's initial to-go product strategy, product KPIs and SLAs as well as all product related technical documentation.

IT Project Manager, Cantara Global - *Seoul, South Korea*

July 2015 - September 2016

Manage all aspects of IT related tasks for the Company such as end-to-end management of hardware & software used by the Company.

Responsible for hardware IT infrastructure planning & purchases.

Planning, testing, deployment & maintenance of the Company's front and backend systems.

Product Manager, EveryMatrix Ltd. - *Bucharest, Romania | London, United Kingdom*

August 2014 - July 2015

Responsible for the product's technical and commercial performance.

Conducted market research and A/B tests & presented findings regularly to upper management for project approval to develop different product lines or features for different user categories.

Improved Company risk & compliance procedures & policies by creating detailed documentation on processes and procedures.

Product Manager, 188Bet Ltd. - *Manila, The Philippines*

July 2009 - August 2014

Responsible for the overall management of the technical & commercial aspects of the desktop & mobile sportsbook product.

Assisted legal & compliance team in resolving certain issues such as drafting contracts with data provision partners for certain terms and licensing issues with regulatory bodies.

Trainer - Quantitative Trading, 188Bet Ltd. - *Manila, The Philippines*

June 2008 - July 2009

Perform training on statistical subjects, algorithms and research methods to quantitative traders and higher management.

Quantitative Trader, 188Bet Ltd. - *Manila, The Philippines*

April 2007 - June 2008

Perform research and use statistical methods to predict and set prices for the market based on available historical data for fixed-odds and 'live' markets.

Manage individual trading account's profit & loss for assigned markets &

events.

EDUCATION

MBA, Master of Applied Leadership & Management, Arizona
State University

Currently undertaking

**Professional Diploma in Marketing, Marketing Information
Systems,** The Chartered Institute of Marketing

2004 - 2006

OTHER CERTIFICATIONS

IBM Artificial Intelligence Team Essentials - *IBM*

IBM Enterprise Design Thinking Co-Creator- *IBM*

IBM Enterprise Design Thinking Practitioner - *IBM*

IBM Data Science Professional *- IBM*

Data Science Professional Certification *- Harvard University*

Google I.T. Support Professional *- Google Inc.*

TOEFL iBT Score 118/ 120 *- ETS*

MISCELLANEOUS

Association of International Product Marketing and Management - *Member*

The Project Management Institute *- Member*

The Philippine National Red Cross - *Disaster Volunteer (2009 - 2014)*

Singapore Armed Forces *- Completed Mandatory Military Service as Infantry Soldier (Anti-Tank
Gunner & Sharpshooter, 2000 - 2002)*

ROK Driver's License (자동차운전면허증) *- Daejeon Metropolitan Police Agency (대전지방경찰청장)*

References/ Projects

References and project portfolio are available upon request.