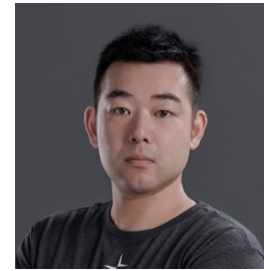


Yiming Feng



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Self Introduction

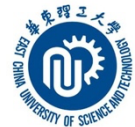
- ◆ 10+ years of experience in the automotive industry, with extensive expertise in connected vehicles, smart cockpits, and enterprise digitalization.
- ◆ 8+ years of experience as a product manager, leading and participating in the planning and delivery of various 2B/2C products. Includes in cockpit ecosystems, OTA (over-the-air updates), TSP (telematics service providers), Charging Service, Connected Service, CRM, and After-sales Services.
- ◆ 5+ years of team management experience, leading teams to set goals, complete product launches, and follow up on product operations.
- ◆ Fluent in English and Chinese both in written and orally. Good on communication.

Education Background

East China University of Science and Technology

2007.9 – 2011.6

Bachelor | Polymer Materials of Science and Engineering



Working Experience

Digital Product Owner - Polestar Automotive China

2020.11 – Now



[Responsibilities]

- Role as Product Leader for Polestar's user-facing products, responsible for planning, delivery, and operations of the Polestar App and Mini-Program.
- Built Polestar's Connected Service and Charging services from the ground up to support all car models in the Chinese market on business operation and service.
- Responsible for internal digital products, building CRM and intelligent customer service products, and achieving sales and after-sales service goals for the enterprise.

[Product & Project Experience]

- **Polestar OneApp Project (2023.5 – Now)**
 - ◆ Set product goals for Polestar App and Mini-Program, provide roadmap and define priorities; Disassemble and assign corresponding delivery tasks to team members.
 - ◆ Lead 8 team members to implement functional modules such as online car purchasing,

test driving, online shopping mall, community forum, and customer service on the app and mini program.

- ◆ Support regular marketing activities for marketing and sales team, and provide corresponding business support based on data analysis results.

➤ **Polestar Charging platform** (2021.4 – Now)

- ◆ Lead a delivery team of 20 people to replace supplier solutions with self-developed charging platforms. Provide charging maps, charging controls, SaaS platforms, and data monitoring systems to empower Polestar charging services and increase the MAU of public charging services to 87.5%.
- ◆ Connected with public charging CP/SP, completed system integration, and accessed data from over 80% of charging stations. Complete the online platform construction of the brand site, establish connections with horizontal products such as user rights and cash registers, to delivery an end-to-end product system to end users.
- ◆ Build home charging platform for providing remote control and management of home charging piles; Complete the connection of charging station accessories and provide purchasing and installation guidance services during the car purchase process and online shopping mall.

➤ **Polestar Connectivity Service** (2020.11 – Now)

- ◆ Lead team to build Polestar Connected Vehicle services from start up and continuously expand to all Polestar models, while providing product and technical support for overseas markets and helping them launch the services in RoW.
- ◆ Participated in the preliminary research and scheme selection of the new independent TSP platform by HQ; Responsible for the platform delivery and launch in China, and integrated vehicle connectivity services compatible with previous models platform.
- ◆ Responsible for the product design and delivery of the CCC3.0 digital key function for Polestar 4 vehicles in China, and supporting the business team in contract negotiations with phone manufacturers. Provide digital key technology support for overseas markets.

➤ **Polestar Connectivity Service** (2023.05 – Now)

- ◆ Restructure the CRM system (Salesforce) and rebuild new one from product perspective, to serve and empower the sales end in terms of acquiring, allocating, managing, and following up on leads and customers, thereby improving the conversion rate from leads to potential customers to orders.
- ◆ Build intelligent customer service platform to replace the original manual one, improve the effective response speed by establishing knowledge graph, intelligent Q&A and other modules. Enhanced customer service response efficiency, and improved user experience. Saved an average of 50 minutes/day/customer service.

Senior Product Owner – VW-Mobility Asia

2019.5 – 2020.11

[Responsibilities]

MOBILITY ASIA
A MEMBER OF VOLKSWAGEN GROUP

- Responsible for building VW cockpit ecosystem platform, leading the team on product definition and for related services, and supporting various brand models under the VW group.
- Support Product VP to generate product vision and strategy as buy-in solution to clients.

[Product & Project Experience]

- **SVW & FAW-VW CNS3.0 SOP2 (2019.5 – 2020.10)**
 - ◆ As the leader of the cockpit ecosystem platform, responsible to provide cockpit ecosystem solutions for SVW and FAW-VW, cooperated with business to respond to RFI/RFQ, product solutions, cost accounting and etc, successfully delivered C Sample and completed financial settlement.
 - ◆ Lead members for ecosystem platform designing and definition, connect and integrate with CP/SP from various fields, and cooperate with procurement and legal departments to complete corresponding contract signing.
 - ◆ Integrate Navigation, SDS, AI Engine, Account, and Data Systems to form a closed loop of user data and account interoperability, providing users with scenario-based services from in-car to out-car scenarios.
 - ◆ Support for KAM from pre-sales phase include RFI/RFQ, Quotation and so on.
- **OTA Service for CNS3.0 SOP2 (2019.5 – 2020.10)**
 - ◆ Based on MA Android OS capability, build firmware storage platform to merge OS, Middle Layer and Application for OEM OS and/or Application updates.
 - ◆ Provide OTA channel with 3rd party Vendor products, and coordinate with VW HQ to ensure E2E OTA services for SVW and FAW-VW.
- **Mirror Link (Phone Link to IVI) (2020.5 – 2020.10)**
 - ◆ Lead innovative project based on MA(VW) proprietary protocol to build MA phone-IVI projection solution which similar as Baidu Car-life or Apple CarPlay.
 - ◆ Lead 2 developers and 2 UX/UI and build version 1 demo.

Advanced Feature Owner - Ford Motor China



2016.9 – 2019.5

[Responsibilities]

- Responsible to build Over The Air service in China market.
- Responsible to build customer onboard journey on Mobile App for all vehicle lines.

[Product & Project Experience]

- **OTA for T-Box and IVI (2016.9 – 2019.4)**
 - ◆ Design and define the China OTA requirement and process, build local campaign strategy to handle the operation needs from end customers and dealers.
 - ◆ Localize the Ford HQ product design, work with IT team to build China CDN service, increase the OTA downloading speed for over 350%.
 - ◆ Build China own OTA platform, support for Ford and Lincoln vehicle updates on T-Box and IVI. Covered for 98% vehicles from model 2013 on both Ford and Lincoln.
- **SYNC+ (Baidu Apollo) Cockpit Project (2018.12 – 2019.4)**

- ◆ Define and deliver customer onboard process by linking Ford ID with Baidu Account; Provide Remote Control function for SYNC+ vehicles from FordPass and Lincoln Way.
- ◆ Design the UX for SYNC+ phase 1 on Connected service, manage SYNC+ HMI requirement.

Project Manager - Volvo Car China



2015.8 – 2016.8

[Responsibilities]

- Responsible for New Energy Vehicle data monitoring service as IT PM

[Product & Project Experience]

- **Volvo Remote Monitor System (2015.8 – 2016.8)**
 - ◆ Build RMS version 1 for Volvo S60 PHEV and match government policy.
 - ◆ Support for local government audit and succeed to get enterprise incentives.

BA/QA – SGM OnStar



2011.6 – 2015.7

[Responsibilities]

- Support OnStar Mobile App team on requirement mgmt. and analysis.
- Quality Assurance for Call Center system as Testing leader.

[Product & Project Experience]

- **OnStar Mobile App (2013.8 – 2015.7)**
 - ◆ Based on business input, analyze the requirement and provide IT solution.
 - ◆ Build online renew service and obtain service package renewal of CNY500+/user with 35% renewal. Get 40%+ renewal rate in Cadillac users.
- **Call Center System (2011.6 – 2013.8)**
 - ◆ Responsible for Call Center system SIT testing, lead functional testing team on design test cases; manage automation testing for scenario build.

Certifications

Certified Scrum Master

Scrum Alliance Starting 2021/09

PMP

PMI License: 1949294 Starting 2016/06

ISTQB

ID: CN-F12076008 Starting 2012/08