

# STANLEY HO

*Empathetic and extroverted product team member with early startup and consulting experience.*

## CONTACT:

+1 (615) 705-6941

[stanley\\_ho@outlook.com](mailto:stanley_ho@outlook.com)

[linkedin.com/in/stanleyyenho/](https://www.linkedin.com/in/stanleyyenho/)

[stanleyho.me](http://stanleyho.me)

## SKILLSET:

### Tech

HTML, CSS, R

### Product

Agile, Scrum, Figjam, Jira, Trello, Asana

### Design

Photoshop, Illustrator, InDesign, Figma

### Non-Tech

PowerPoint, Word, Excel

### ESG

SASB, GRI, GRESB, TCFD, UN SDGs, PRI, MSCI, S&P Global, Sustainalytics, Refinitiv

## EDUCATION:

**Ivey Business School,  
Western University  
London, ON, Canada**  
*Honors Bachelor of Arts,  
Business Administration*

Sept. 2017 – Apr. 2021

- **3.7/4.0 GPA**
- *Dean's Honor List*
- *Western Scholar of Excellence Award (2017)*

## EXPERIENCE

### Associate Product Manager, Strategy & Growth

**Jul. 2022 – Present**

Atmos.ai | Nashville, TN, USA

- Employee #1 and junior-level product manager at Environmental, Social, and Governance (ESG) Fintech compliance startup
- Spearheaded user story, acceptance criteria, and wireframe creation alongside engineers to develop minimum viable product (MVP) 4 months ahead of schedule
- Surveyed and synthesized sentiments from 50% of all prospective and existing users, with 70% of suggestions made assigned to a sprint within 3 months
- Consulted growth team to analyze user engagement data, making product marketing recommendations to improve monthly recurring revenue (MRR) by 30%
- Motivated first designer and engineer hires through weekly check-ins, leading to 100% psychological safety rating throughout early employee onboarding

### Management Consultant, Sustainability & Climate

**Sept. 2021 – Jul. 2022**

KPMG LLP | Toronto, ON, Canada

- Interviewed 25 industry stakeholders to inform climate-based key performance indicators (KPIs) for forestry strategy project, driving \$100 000 in revenue
- Assessed 10 sustainability reporting datasets to prescribe emissions-heavy asset sales for private equity client, reducing client portfolio emissions by 10%
- Facilitated ESG due diligence for M&A of two Canadian financial institutions by unifying and verifying 30 emissions datasets with 3 stakeholder groups
- Authored presentation to earn management buy-in on strategic climate recommendations for real estate fund, with 75% approval for first draft

### Impact Advisory Analyst (Contract)

**Apr. 2020 – Jul. 2021**

Propel Impact | Vancouver, BC, Canada

- Defined market case and investee network for \$10M affordable housing debt fund in Atlantic Canada, now housing over 1000 at-risk individuals over 5 years
- Performed industry research on product marketing practices for sustainable supply chain app, with information being used to drive \$500,000 seed round
- Corresponded with university students for annual impact fellowship program, recruiting 10 direct fellowship hires with a 80% becoming paid analysts

## LEADERSHIP

### Design and Creative Lead

**Apr. 2020 – Apr. 2021**

Ivey Business Review | London, ON, Canada

- Led hiring, timeline, and creative review processes for 8 designers creating cover spreads for Canada's largest undergraduate business-strategy publication
- Collaborated with editors-in-chief to compile designs for final distribution, achieving a 90% read rate amongst student body at the Ivey Business School