

Lydia Hsu

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Product Marketing Manager

Product Marketing Manager with 5+ years of experience driving adoption across SMB and enterprise markets. Skilled in positioning, messaging, and channel enablement, with a record of double-digit growth and multimillion-dollar investments. Combine data fluency and storytelling to deliver strategies that inspire action.

WORK EXPERIENCE

Kaiser Permanente, Consulting, Analytics & Business Services

Co-op Data Analyst

Irvine, CA • 01/2025 – 06/2025

- Improved customer satisfaction by 3% in 3 months by analyzing 50K+ call center interactions with SQL and Python and building forecasting models to optimize service delivery.
- Reduced stakeholder response time from 1 week to 24 hours by launching an automated alerting feature in dashboards and driving change management.
- Enabled leadership to prioritize improvements by developing a star-rating framework adopted by 80% of teams.

3M, Electronics Solution Materials

Product Marketing Manager

Taipei, Taiwan • 05/2020 – 06/2024

- Delivered 12% YoY growth on a \$30M advanced materials portfolio by driving segmentation, pricing optimization, and targeted campaigns.
- Generated \$3.2M incremental revenue by launching 3+ global bundled solutions that simplified adoption and accelerated time-to-market by 40%.
- Boosted partner adoption and supported 20+ launches by creating customer success stories, training decks, and enablement content.
- Secured \$5M+ production line investment within 6 months by delivering executive presentations grounded in market data and growth opportunities.

New Product Development Program Manager

Taipei, Taiwan • 01/2023 – 06/2024

- Took on responsibility outside of scope and accelerated launch velocity by 40% by leading VOC collection, business case development, and cross-functional stage-gate reviews.
- Protected \$1.2M in revenue during urgent ramp-up by aligning supply chain, procurement, and engineering with customer priorities.
- Built distributor enablement kits and messaging frameworks that improved adoption in both SMB and enterprise segments.

Marketing Analyst

Taipei, Taiwan • 09/2017 – 04/2020

- Grew market share by 6% in one year by conducting persona-based segmentation and buyer journey analysis, driving 20+ new account wins.
- Improved margins by 4% in 2 quarters by applying regression modeling to optimize pricing across 8 product lines.
- Reduced stockouts by 50% by building automated Power BI dashboards for 200+ SKUs that improved visibility and decision-making.

EDUCATION

Master of Science in Business Analytics • University of California, Irvine • GPA: 3.7/ 4.0

Irvine, CA • 08/2025

- VP of Operations, Product Club

B.B.A. of Management Science • National Chiao Tung University

Hsinchu, Taiwan • 06/2017

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

SKILLS

Agile, Lean, SQL, Python, Excel(Pivot Tables & Vlookup), Power BI, Tableau, PowerPoint (Executive Presentations), Messaging & Positioning, Go-to-Market strategy, New Product Introduction, Cross-functional Project Management, Stakeholder Communication, Jira, Process Documentation