

ROYCE YAP

+1-857-999-1537 • royceyap@gmail.com

5+ years of proven experience in business strategy, digital venture-building and product management. Strong technical skillset with a passion for delivering innovative products through data-driven decisions

EDUCATION

Harvard University

Cambridge, MA

M.S. Data Science (Applied Computation); GPA: 4.0/4.0

Sep 2019 - Dec 2020

Coursework: Software Development, Parallel Computing, Machine Learning, Artificial Intelligence (MIT)

Dartmouth College

Hanover, NH

B.A. Economics (Industrial Organization concentration); summa cum laude; GPA: 3.9/4.0

Sep 2011 - Jun 2014

Coursework: Object-Oriented Programming, Data Structures, Graph Theory, Econometrics

EXPERIENCE

Klaviyo - B2B Marketing SaaS platform, post-\$150M funding round

Boston, MA

Product Manager (Data Science) - Intern

May 2020 - Aug 2020

- Led end-to-end development of web-based Benchmark Analytics feature through collaboration with Design and Engineering teams; surpassed baseline adoption metric by 20+% across 100,000+ user base
- Developed machine learning-based tool in Python to customize suggestions using account-level data; wrote code using Django framework to run A/B tests to optimize content of suggestions
- Defined product roadmap, feature specifications through developing user stories and product requirements; actively communicated priorities for user stories based on customer pain points

Temasek Holdings - Global investment firm with US\$200b+ portfolio value

Singapore/China

Associate Director, Growth & Strategy

Jul 2017 - Aug 2019

- Worked directly with C-Suite executives of 4 key investment portfolio companies to plan and execute new growth strategies, with shareholder value creation estimated at \$700M over 2 years
- Led 4-person team to develop product strategy and business plan for launch of digital consumer loyalty rewards platform across 5 B2C companies with aggregate annual revenues of \$2B+
- Defined key commercial terms and post-launch KPIs by coordinating cross-functionally across Business Unit leaders across prospective partner companies
- Drove \$35M first-year sales for Health & Wellness company by planning and executing online-focused Go-To-Market strategy; conducted market trend analysis, consumer research and transaction analysis

Boston Consulting Group - Management Consulting firm

Singapore/Malaysia

Senior Associate

Sep 2014 - Jul 2017

- Launched brand-new digital payments mobile platform (recently valued at \$320M) as part of BCG Digital Ventures; general consulting experience focused on retail and telecommunications
 - Established first-year product roadmap, product growth strategy; drove alignment on launch features across cross-functional team and presented product strategy to C-Suite and Board executives of holding company
 - Developed customer acquisition and growth strategy for platform launch; designed post-launch incentive optimization strategy using A/B tests (achieved 400K MAU within 6 months post-launch)
 - Achieved 7% YoY growth for \$50M line of grocery retail business within 2 months by optimizing pricing and product assortment strategies; planned and executed category management program for leading retailer
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SKILLS

Languages: Python, SQL, Java, HTML/CSS | Technologies: AWS, Hadoop, Spark, TensorFlow, Git

Certifications: CFA Level II, Agile and Scrum Fundamentals | Software: Tableau, Jira, Snowflake, Heap