

Yoonsie Kim

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Product manager with 6 years of experience building B2B software across industries, including healthcare, education, and subscription-based SaaS products.

Experience

Researcher II

[*Midnight Suns Technologies*](#)

Remote

2023 – Present

Spearheaded incorporation of Agile & data-driven methodologies to the FDA team responsible for the risk-based model used to prioritize inspections of pharmaceutical manufacturers

- Introduced new expert elicitation methods from identifying the problem, cross-referencing peer reviews or publications, to training
- Prioritize data gaps, feedback, and research for potential improvements to the risk model

Senior Product Manager

[*Dandy*](#)

Remote

2022 – 2023

Improved onboarding and order tracking at a B2B HealthTech startup (\$2B valuation Series B)

- Decreased inbound metric by 97% for onboarding customers with new homepage
- Improved on-time delivery for a product line by 50% with collaboration from data, engineering, and operations leads to correct ETAs communicated to customers
- Decreased order status inbound by 28% with the launch of order tracker improvements

Product Manager

[*Class*](#)

Remote

2021 – 2022

As one of the first product hires at a B2B EdTech startup (\$100M Series B), led a team of 30+ engineers and designers in building out an engaging and scalable learning platform on Zoom

- Improved sales conversion rate and unblocked 30% of revenue targets by launching new features and enhancements for pilot customers
- Led product strategy and roadmap definition with stakeholders; defined and executed strategy for a new corporate vertical for Fortune 500 enterprise customers

Senior Product Consultant / Product Owner

Attain (now Maximus), Macedon Technologies

Remote

2017 – 2021

Owned the product lifecycle for a financial services client to build a cloud-based case management application from scratch to replace a costly manual documentation process

- Led Agile team of 12 engineers, designers, and business analysts to launch a case management system, leading to renewals for a \$115M contract
- Leveraged wireframes and proof of concepts to test hypotheses and drive priorities, including an Outlook email integration which would decrease scheduling time by 95%
- Drove digital transformation for businesses, including a revamped custom CRM

Skills

- B2B and B2B2C SaaS product management, product strategy, roadmapping, data analysis, competitive analysis, prioritization, wireframing, prototyping, Figma, SQL, JIRA, Notion, Atlassian JIRA + Confluence, Amplitude product analytics
- Experience launching products on web, macOS, Windows, iOS, Android, Chromebook

Education

University of Rochester, B.A. Digital Media Studies-Computer Science, 3.8/4.0 | Rochester, NY