Personal Information

Peng Zhou (Roger)

I am a product manager. I love building products that matter

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Work Experience

2021.06 - 2025.12

PingCAP

Product Manager for TiDB Cloud (leading cloud-native database service), driving product from early incubation to global scale growth

Selected Work

▾ **Data-Driven Console Experience Optimization**

- Established product experience metrics and continuously tracked them, redesigned first-time user experience based on data analysis, restructured registration flow and cluster initialization process, significantly reducing Time-to-Value

- Collaborated with UX/UI teams to redesign and optimize Web Console information architecture, improved resource logical layout under multi-tenant architecture, enhancing user operational efficiency and platform usability

▾ **Identity Access Management**

- Designed TiDB Cloud multi-tenant architecture, resource logical hierarchy and Identity and Access Management model, achieving fine-grained resource isolation and role-based access control

- Led TiDB Cloud to support international security standards including SAML, OIDC, and OAuth2.0, addressing compliance and security pain points for global enterprise customers, enabling the product to serve medium and large enterprises

- Product blogs: SAML/OIDC Blog,   OAuth Blog 1,   OAuth Blog 2

▾ **Global Commercialization and Ecosystem Expansion**

- Built TiDB Cloud commercial payment and billing system, introduced flexible Credits and Discounts system, combining product capabilities with marketing strategies to improve customer conversion and retention

- Cross-functional collaboration to design commercialization and pricing strategies for new features, gradually improving product monetization capabilities

- Successfully launched the product on AWS, GCP, and Azure Marketplaces, enabling global customer purchase channels and achieving revenue scale
- Built from scratch the TiDB Cloud Partner Management Platform, empowering global distributors to accelerate product penetration and incremental revenue through ecosystem power
- Launched visual cost analysis tool Cost Explorer and Budget management feature, improving cost transparency and helping customers effectively control budget spending

▾ **Go-To-Market Strategy and Sales Enablement**

- Worked closely with frontline sales teams to establish a feedback loop from market needs to product roadmap, ensuring product-market fit across different regional markets
- Deeply enabled global key regional sales teams, providing dedicated service to SKA/KA

▾ **Cutting-Edge AI Technology Implementation**

- Launched AI-assisted SQL editor, reducing user barriers and improving product competitiveness and user retention

2019.09 - 2021.05

ANZ

Big Data Platform Product Lead

Selected Work

- Led EBD enterprise big data, DAW data analytics, and MLOps platform development
- Drove multi-department data migration through requirements management and ecosystem expansion, successfully secured business funding and expanded user base

2018.06 - 2019.09

Huawei

Senior Product Manager

Selected Work

- Responsible for go-to-market activities for FusionROBO and FusionCube products
- Collaborated with third-party consulting firms to successfully upgrade FusionCube to the Leaders quadrant in Gartner Magic Quadrant
- Sales enablement for key global regions

2008.09 - 2018.06

Symantec/Veritas

Technical Product Manager, Software Development Manager

Selected Work

- Principal Product Management: Managed full lifecycle of NetBackup appliances; led HA version development and doubled storage capacity, significantly improving product market competitiveness
- Team Leadership: Built a 20-person R&D team from scratch, led FileStore NAS system development and completed agile transformation
- OEM Ecosystem Partnership: Deeply collaborated with Huawei Symantec, helped N8000 win SPECsfs global performance championship and achieved #1 sales growth for three consecutive years in the company

2006.07 - 2008.09

Nokia

Software Development Engineer

Selected Work

- Participated in PoC (Push to Talk Over Cellular) project development, transferred development from Finland to China
- As a key developer, designed and implemented preemptible voice call feature for 2008 Beijing Olympics

Education

2012 - 2015

Sichuan University

MBA

1999 - 2006

University of Electronic Science and Technology of China

Computer Science and Technology · Master's Degree

Certifications

- PingCAP Certified TiDB Associate
- AWS Certified Solutions Architect – Associate
- Certified Scrum Product Owner (CSPO) license number: 554015
- Project Management Fundamentals PMI Program #1003-821200
- Redhat Linux Kernel Internal (RHD236)