

# Lauren Nham

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Product Manager | Growth Marketer | Design Strategist

## WORK

### PRODUCT, REVENUE

2015

**Netpulse** in San Francisco, CA

Developed new user acquisition and monetization solutions for the health club digital marketer.

- » Led team of 20 in developing BI, automated marketing solutions, referrals, loyalty and customer feedback solutions
- » Developed analytics dashboard to drive user engagement and lifecycle management for 3,200+ clubs and 3M+ users
- » Identified go-to market strategy for Mobile Acquisition Platform with a \$10M (FY1 opportunity) in a \$3B global TAM

### HEAD OF PRODUCT/EIR

2012–2014

**ZigAir** in San Francisco, CA

Launched online marketplace platform connecting private air charters & travelers.

- » Hired and managed 4 outsourced teams in agile development
- » Grew inventory to 800+ Routes between 230 Airports across 200 cities & 43 states US markets
- » Designed map visualizations, search algorithms, round trip discount mechanism and dynamic routing tools

### PRODUCT MANAGER

2009–2011

**Reframe It** in San Francisco, CA

Led product development across 3 remote teams for social B2C, B2B & B2G deliberation platform.

- » Launched internationalized product for government, valued over \$10M; secured US patents
- » Defined core product concept & roadmap with multi-screen go-to market strategy for 2.5M users
- » Managed client accounts, averaging \$10K-30K, from business development to budgeting & implementation

### MANAGEMENT CONSULTANT

2007–2008

**HighPoint Associates** in Los Angeles, CA

Drove 125% revenue growth over 15 months for boutique strategy advisory firm.

### PRODUCT ANALYST

2006–2007

**Bank of America** in Los Angeles, CA

Developed underwriting fraud control system for 1,000+ underwriters to capture \$25M+/yr hard savings.

## EDUCATION

### MBA, DESIGN STRATEGY

**California College of the Arts**

**Areas of study include**

Innovation, design thinking & ethnography

### BS, BUSINESS

**University of Southern California**

**Areas of study include**

Accounting, finance & consulting

### GROWTH FELLOW

**Tradecraft**

**Areas of study include:**

User Acquisition, Lean Analytics, CAC/LTV Modeling & Experimental Methodology

## NOTABLE PROJECTS

### PRODUCT DEVELOPMENT

**AAA Northern California**

Led team of 4 to design and develop prototypes for product extension

### PRODUCT MARKETING

**Red Hat Enterprise Linux**

Interviewed 30+ CXOs to craft internal brand messaging & positioning

### PRODUCT DEVELOPMENT

**Federal Deposit Insurance Corp.**

Led team of 4 to develop online app for minority-owned SBA loans

## INTERESTS

### MUSIC

Piano (classically/jazz trained 15 years)

### DESIGN

Business models and human behavior

### LANGUAGE

Fluent in English & Chinese

**PRIOR  
CLIENTS**



**GIGAOM**



**PUBLIC** *spring*