

Lauren Nham

Lauren@LaurenNham.com
www.laurennham.com

415.625.3032
@laurensophia

Product Manager | Growth Marketer | Design Strategist

WORK

PRODUCT/EIR 2016-PRESENT

Sutherland Labs in San Francisco, CA

Launched new business unit focused on chatbots, customer experience and the future of work.

- » Grew BU from \$0 to \$5.6M with team of 12 over 18 months
- » Developed and commercializing internal RecruitBot for automated talent acquisition to support 30K+/yr global hires
- » Launched multiple deployments, including leading major technology, telecom and insurance clients to improve self-support & expand customer lifecycle opportunities

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

CO-FOUNDER/HEAD OF PRODUCT 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

MANAGEMENT CONSULTANT 2007-2008

HighPoint Associates in Los Angeles, CA

PRODUCT ANALYST 2006-2007

Bank of America in Los Angeles, CA

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**



PUBLIC



redhat.

