

DAVID LI

Applied AI Product Manager | Technical Product Manager | Platform, Analytics & Automation

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PROFESSIONAL SUMMARY

Technical Product Manager with 5+ years building regulated digital platforms, partner integrations, payment and checkout flows, analytics instrumentation, enterprise workflow automation, and AI-assisted product concepts. Led 0-to-1 launches generating \$23M+ in sales and shipped improvements across Apple Pay, Adobe/AEM migration, cookie consent, data governance, and analytics readiness. Strong bridge between business strategy, technical delivery, product discovery, AI workflow design, and measurable outcomes.

PROFESSIONAL EXPERIENCE

Travelex Insurance Services, A Zurich Company | Technical Product Manager | 2024/6 - Current

Regulated travel insurance platform across D2C, partner, white-label, and API/platform channels

- Owned 0-to-1 launch and scale of Costco Travel Insurance white-label site, driving \$23M+ in sales and 150% growth in six months.
- Own roadmap and requirements for Adobe/AEM migration of 14 white-label sites and D2C experience from Drupal, improving UX, delivery speed, and analytics readiness while targeting \$1M annual cost reduction.
- Led Apple Pay integration on the Travelex U.S. D2C site, improving mobile checkout experience and increasing conversion by about 3% within three months.
- Owned quote, eligibility, plan display, traveler information, purchase, payment, and post-purchase requirements across regulated product flows.
- Led AI underwriting assistant prototype concept using chat data to infer intent, predict next actions, and support RiskOps workflows.
- Coordinated GA4, CJA, Adobe analytics, data layer, consent mode, and testing needs to improve launch measurement.

Mutual of Omaha | Product Manager | 2021/4 - 2024/5

Fortune 500 insurance company | Enterprise web-based platform in SAFe environment

- Optimized and redesigned content auto-assembly platforms for 3,000+ users and millions of policyholders, reducing operational costs by 5%.
- Improved platform efficiency by 10%, cutting content assembly, letter generation, and dispatch time while increasing adoption across 50+ teams.
- Conducted 11 VoC interviews and A/B testing to validate usability improvements, increasing engagement by 30% and satisfaction by 15%.
- Improved backlog governance and visibility, increasing delivery efficiency by 25% in an enterprise SAFe environment.

REaCH | Product Manager | 2020/4 - 2021/4

Startup | 0-to-1 IoT data platform and wearable dashboard

- Led 0-to-1 data platform and mobile product from problem discovery through roadmap and field deployment.
- Conducted 50+ user interviews and field tests across 22 locations to validate product-market fit and improve reliability.
- Helped secure \$1.5M funding by demonstrating user need, operational value, and scalable product direction.

Panda Restaurant Group | Area Manager | 2015/6 - 2019/12

\$20M multi-unit P&L; ownership across 14 locations

- Oversaw operations and P&L; for 14 stores, leading 250+ employees and improving KPI ranking from #187 to #7 nationwide.
- Drove digital adoption with UberEATS, increasing sales by 15% to \$20M annually and giving firsthand customer/operator insight into platform products.

EDUCATION

- Georgia Institute of Technology - M.S. Computer Science, Machine Learning specialization, in progress
- University of Nebraska-Omaha - M.S. Management Information Systems
- Iowa State University - M.S. Hospitality Management
- Keuka College / Tianjin University of Science & Technology - B.S. Business Administration

CERTIFICATIONS

Machine Learning Specialization, DeepLearning.AI / Stanford | Certified Product Manager, Product Manager Accelerator | Certified Scrum Product Owner, Scrum Alliance | Professional Scrum Master I, Scrum.org | AWS Cloud Practitioner, Amazon Web Services

SKILLS

Product Strategy	Roadmap, discovery, requirements, PRD, user stories, OKRs, product metrics, experimentation, stakeholder alignment
AI & Automation	Applied AI use cases, AI workflow design, underwriting assistant prototype, process automation, intent inference concepts
Digital Platform	Adobe Experience Manager, Drupal migration, white-label sites, D2C modernization, CJA, GA4, GTM, data governance
Technical Delivery	API integration, Postman, Jira, Confluence, SQL, Power BI, AWS, Azure, frontend/backend exposure