

# DAVID LI

Senior Product Manager | Insurance, Fintech & Travel Tech | Partner Platforms & Payments

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## PROFESSIONAL SUMMARY

Senior Product Manager with experience building revenue-critical regulated platforms across travel insurance, financial services, enterprise workflow automation, payments, partner distribution, and policy lifecycle flows. Led 0-to-1 white-label launch and scale generating \$23M+ in sales, improved payment conversion through Apple Pay, and owns Adobe/AEM migration of 14 white-label sites plus D2C modernization to improve UX, analytics, delivery speed, and reduce annual platform cost.

## PROFESSIONAL EXPERIENCE

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

Travel insurance platform serving D2C, partner, white-label, and API channels across regulated markets

- Led 0-to-1 launch and growth of Costco Travel Insurance white-label site, driving \$23M+ in sales and 150% growth in six months.
- Own digital transformation roadmap migrating 14 white-label sites and D2C experience from Drupal to Adobe/AEM, with first site built and full WLS completion targeted for September.
- Reduced operational costs by 20%+ and cut customer phone wait times nearly in half by improving digital purchase and service flows.
- Owned end-to-end quote-to-purchase requirements across eligibility, state/product rules, plan display, traveler information, payment, confirmation, and support handoffs.
- Led Apple Pay integration on the U.S. D2C site, reducing checkout friction and increasing conversion by about 3% within three months.
- Implemented Canada cookie consent and analytics readiness, balancing privacy, compliance, CJA/GA4 measurement, UX, and sales tradeoffs.

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

Fortune 500 insurance company | Internal enterprise platform supporting policy operations

- Optimized and redesigned content auto-assembly platforms for 3,000+ users and millions of policyholders, reducing operational costs by 5% within a year.
- Improved platform efficiency by 10%, reducing content assembly, letter generation, and dispatch time while increasing adoption across 50+ teams.
- Used VoC interviews, A/B testing, and prioritization scoring to increase engagement by 30% and satisfaction by 15%.
- Built backlog governance and visibility improvements that increased delivery efficiency by 25% in a SAFe enterprise environment.

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

Startup | IoT dashboard product with medical and environmental wearable sensors

- Led an 11-person team to build a 0-to-1 IoT wearable dashboard for firefighter health and safety monitoring.
- Helped secure \$1.5M in funding by demonstrating product-market fit, operational impact, and scalable roadmap.
- Conducted 50+ interviews, surveys, and field tests across 22 fire stations to validate needs and improve usability.

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

\$20M multi-unit business | 14 stores | 250+ employees

- 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 strengthening customer/operator empathy for consumer platforms.

## 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

<b>Insurance &amp; Fintech</b>	Regulated digital products, quote-to-purchase flows, payment workflows, policy lifecycle, compliance, privacy, partner distribution
<b>Digital Transformation</b>	Adobe Experience Manager, Drupal migration, D2C modernization, white-label platforms, roadmap, stakeholder alignment
<b>Analytics &amp; Growth</b>	CJA, GA4, Google Tag Manager, conversion analysis, A/B testing, data layer, product metrics, VoC
<b>Technical</b>	API concepts, Postman, Jira, Confluence, data governance, OneTrust, Informatica, AWS, Azure, SQL, Power BI