

YALING ZHANG

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A Technology Executive with 10+ years of experience specializing in product innovation, business development, and go-to-market strategy. A proven track record of developing business strategies to drive revenue growth and expand market share. A strong history of engaging with C-level executives and investors to define product strategy.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (M.B.A.) PRODUCT MANAGEMENT

University of San Francisco,
San Francisco, CA
September 2011 – June 2013

BACHELOR OF SCIENCE (B.S.) COMPUTER SCIENCE

University of San Francisco,
San Francisco, CA
September 2007 – June 2011

KEY SKILLS

- New Product Introduction
- Go-to-Market Strategy
- Cross-functional Leadership
- Stakeholder Management
- Technology Innovation

CERTIFICATIONS

- Certified Technical Product Manager, PMHQ, 2015
- Certified Product Manager (CPM), AIPMM, 2013

PROFESSIONAL EXPERIENCE

VICE PRESIDENT

Excelsior Technologies,
San Francisco, CA
February 2016 – Present

- Oversee a team of five Directors with over 300+ direct reports, define strategic direction for the business unit, manage P&L valued at \$50M, and establish a forward-thinking work culture centered on innovation, collaboration, and inclusion
- Develop high-impact go-to-market strategy to expand customer acquisition across digital platforms, contributing to a \$10M increase in revenue across five product lines
- Interface with C-level executives, senior management, and investors to assess market trends, define product messaging, and expand reach across untapped verticals

SENIOR DIRECTOR

Arkon Technology Inc.,
San Francisco, CA
June 2013 – February 2016

- Managed a team of 30+ engineers, software developers, and data scientists, collaborated with SMEs to define product vision, and established go-to-market strategy
- Pivoted a core product line to a new vertical, created a high-level framework to define market opportunity and value proposition, and achieved executive buy-in, which resulted in over \$5M in incremental revenue