

Sharon Gao

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Product manager with data-driven training. Successfully led mobile, VR, AR, e-commerce, and ML products from ideation to global launch. Strong execution skills, with a focus on user-centered design and metrics-based decision making.

WORK EXPERIENCE

Product Manager, VPP: AMS, San Francisco, CA *Dec 2018 – June 2019*

- Lead PM for AMS's core revenue product. Work cross functionally with hardware, fleet ops, and applications engineering to operate the world's largest virtual power plant, with ~30MW and 200MWh under management.
- Lead development with 5 engineers on our Network Operating Center, integrating predictive data science models with asset management and condition monitoring software to optimize battery behavior and revenue.
- Integrated our first solar+storage system, ADR/CBP DR programs, and SCADA/Modbus with Tesla batteries.

Product Manager & Producer: Directive Games, Shanghai, China *Jan 2017 – May 2018*

- Key decision maker on multiple AR/VR games with focus on graphics quality and multiplayer/social interactions. Established agile processes, conducted user testing, designed features, produced, and launched in global markets.
- Developed and launched The Machines AR on iOS. Awarded Apple Best of 2017. Featured in Apple WWDC Keynote 2017. Over 100k downloads and featured as Game of the Day in multiple countries.
- Developed and launched the official Ready Player One VR game, in partnership with HTC and Warner Bros.
- Designed and developed Project DeltaForce, a squad shooter IP on mobile, in partnership with Lionsgate.

Product Manager: Independent Consulting, on Referral Basis *Aug 2016 – Present*

- 2019 Joro: Advise on features to increase engagement, for app that tracks your carbon footprint.
- 2018 Ubiquity6: Consulted on growth and launch strategies for augmented reality platform.
- 2016 Javelin: Advised CEO on subcontracting structure, created UI/UX wireframes for lean startup product.

Product Manager: Anheuser Busch-Inbev, Disruptive Growth, New York, NY *Dec 2015 – May 2016*

- Launched bevybar.com.ar, AB-Inbev's largest craft beer site in Argentina with over 300 SKU variants.
- Collaborated with Argentina and NYC local teams to create product requirements for payments, fraud, CRM, return/refunds, tax invoicing, and warehousing solutions.
- Managed 6 engineers to implement custom payments gateway and third party integrations.

Product Manager Intern: Zynga, San Francisco, CA *June 2014 – Nov 2014*

- Hired direct by CEO as first Innovation Intern and only undergraduate PM. Trained in agile and data-driven PM.
- Farmville 2 CE: Analyzed revenue, retention, and growth metrics to drive bottom line on highest revenue game.
- Increased D1 and D7 retention by 5-7% with tutorial features from deep-dive funnel analysis

EDUCATION

Princeton University, Princeton, NJ *Class of 2015*

A.B. in Economics.
Minor: Mechanical Engineering: Sustainable Energy
Minor: Environmental Science
Minor: East Asian Studies
Minor: Technology and Society
Senior Thesis: Distributional Impacts of Dynamic Residential Electricity Pricing

SKILLS

Advanced: JIRA/Asana/Trello, Wordpress, Google Suite, Microsoft Suite.

Proficient: Java, HTML, CSS, SQL, R, Sketch, Lightroom, UE4, Unity, Solidworks

Languages: English Native, Chinese Fluency, Spanish Basic

LEADERSHIP

SECA International Sports: Assistant Foil Coach *2017–2018*

Princeton Social Entrepreneurship Initiative: Director *2012–2014*

Keller Center Fellow in Innovation, Design, and Entrepreneurship: Lead *2013–2015*

Department of Energy Better Buildings Case Competition: Lead *2013–2015*

Energy Table: President; Video Game Society: VP; East Asian Affairs Society: Founder *2011–2015*

FENCING

Internationally ranked member of US national team. 2013 NCAA Champions, 4 time Ivy League Champions.

ARTWORK

Commissioned artist with submissions in international exhibits. See portfolio at: sharongao.com.