

# Yung-Yu (Nicolas) Lin

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## EXPERIENCE

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**PayPal** – San Jose, CA **2019 – Present**

*Senior Product Manager, Merchant Product*

Led Data Science solutions to enhance product experience and marketing efficiency across Merchant lifecycle.

- Initiated and managed ML-based product recommendation and CV forecasting solutions, improving +10% of product CTR and activation by leading a team of data scientists and data engineers.
- Initiated and led a real-time retargeting platform Boomerang with omnichannel communication capability, driving +15% of incremental lift of conversions with 70% TTM reduction across user lifecycle.
- Fostered internal PM culture by organizing internal innovation events and PM committee.

**Visa** – Palo Alto, CA **2018 – 2019**

*Product Manager, Data*

Developing data platforms and products as the critical foundation of the world's largest digital payment network.

- Created and led product roadmap to deploy E2E data platforms from vendor evaluation and management to solution deployment and migration with 100-PB scale operations.
- Managed and adopted both internal and external data assets of 20+ DP products.
- Launched Product Scorecard tool used by 500+ technical staffs to improve customer satisfaction and prioritize new feature requests.

**Facebook** – Menlo Park, CA **2016 – 2018**

*Data Scientist, Infra Data Center Strategy*

Drove impacts in efficiency optimization from ideation to execution by launching Data Center Operations Analytics program.

- Designed and deployed interactive visual products and analytical dashboards to evaluate operational risks and facilitate exploratory researches, gaining 1M views in 6 months internally.
- Led the Datamart design and development with capacity of PB scale and 100+ users by leading data engineers.
- Built site optimization program for disaster recovery reliability by developing Machine Learning models across 8 global regions, reducing redundancy of 2 sites with 100+ millions saving.

**Yahoo** – Taipei, Taiwan **2011 – 2014**

*Senior Engineer & Technical Product Manager, E-Commerce Engineering Center*

Developed and managed international software platforms and websites for 1 million users with \$10B sales (NTD).

- Managed Cybersecurity products eliminating 95% of fraud and 97% of abuse cases by leading T&S Team.
- Initiated and launched Yahoo ServicePlus classified advertising marketplace which acquired 800k members and 1 million listing items by creating the vision and roadmap of the product and designing system architectures.

**Sunplus Technology** – Hsin-Chu, Taiwan **2006 – 2011**

*Advanced Engineer, Consumer Electronic Solutions*

Led multi-locational teams to developed Integrated Circuit Solutions for Smart Home Devices with \$10B+ in sales (NTD).

## EDUCATION

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**University of Southern California, Marshall School of Business** – Los Angeles, CA **2016**

*MBA with Concentration in Data Science and Operations*

**National Chiao-Tung University** – Taiwan **2006**

*MS, Computer Science*

**National Central University** – Taiwan **2004**

*BS, Mathematics*

## ADDITIONAL INFORMATION

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- Certificate: CSM, PMP, Software Product Management, Google Analytics