

# QIUYAO (CHO) WEI

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## PROFESSIONAL SUMMARY

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I am passionate about product as an enabler to solve complex problems using methodologies such as Agile Scrum with experience in system integration and digital transformation. I am curious, open-minded, and adaptable when dealing with an ambiguous environment that involves a complex web of stakeholders. For my future career path, I am determined to continue my learning with a heavy focus on digital transformation and entrepreneurship.

## EDUCATION

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### IE BUSINESS SCHOOL

Master's in Digital Business and Innovation

Madrid, Spain

Sep 2022 – Jul 2023

### INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS

B.S. in Business Administration, Information Systems; Minor: Spanish

Indiana, USA

Aug 2014 – Jul 2018

• Alpha Kappa Psi Business fraternity | Women in Technology | University IT Support

• Spanish study abroad program in Barcelona at Universitat de Vic – Universitat Central de Catalunya (2018)

## PROFESSIONAL EXPERIENCE

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### SEDDI

Product Owner

Madrid, Spain

May 2023 – Present

- Conduct in-depth market research, user interviews and feedback analysis to understand the market and how users interacted with virtual fitroom, identifying their preferences, pain points, and needs
- Create product roadmap and workflows pertaining to the product goal based on user insights, business objectives, and technical documentations to effectively communicate cross-functionally the vision and requirements
- Communicate product goal with cross-functional teams to prioritize and define product launch requirements
- Plan for product releases based on roadmap and continuously monitor product metrics by performing various testing mechanisms to improve features based on KPIs and metrics

### World Family English, Ltd.

Product Owner

Shanghai, China

Nov 2021 – Nov 2022

- Implemented CRM with a lean team of highly qualified international experts to help local sales and marketing team increase work efficiency by 20% across different systems by integrating customer data on a SaaS platform
- Collaborated with local project manager to collect 18 relevant stakeholders' requirements by conducting daily workshops to understand local business processes, stakeholder journey and user pain points
- Composed over 300 user stories on Jira's product backlog throughout development and testing cycle based on user requests, feedback and observations
- Maintained product backlog and collaborated with Scrum team on sprint backlog to optimize workflow resulting in first value-added MVP launch after 24 weekly sprints of development, testing and deployment

### Shanghai Finigate Trading Co. Ltd.

Product Manager of Cookie Crew (Boutique soft cookie brand)

Shanghai, China

May 2020 – Aug 2021

- Utilized Agile methodology to oversee and drive new product development with different functional teams including fundamental activities such as product-market fit research, product vision and strategy alignment, key stakeholder communication, real-time data analysis and flavor testing
- Launched first three main products across 5 stores (online and offline) within 3-month time
- Consolidated product line with OEM factory based on sales forecast analysis and marketing research leading to an overall increase of 84% in sales in Shanghai

### PwC Business Consulting (Shanghai) Ltd.

IT Risk Consultant

Shanghai, China

Oct 2018 – Apr 2020

- Coordinated with project managers throughout the project timeline to remodel client's user authorization schemes in SAP systems for more than 100 key users in Finance and HR departments based on individual roles and responsibilities mitigating workplace risk by 80%
- Assisted 4 different senior associates to conduct on-site bi-annual risk-based audit for mainly auto industry clients on ERP systems following ISACA framework to minimize risk from potential threats and vulnerabilities

## LANGUAGES

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Mandarin (Native), English (Native, ESL/TESOL certified), Spanish (Fluent)

## SKILLS

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Jira | Trello | Miro | Python (Data Analysis & Machine Learning) | Tableau | SAP | Confluence | AWS Cloud