

Roy Lo

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SUMMARY

Product leader with 10+ years building B2B SaaS and AI-driven platforms across messaging, automation, and customer engagement. Proven track record of launching 0→1 products, scaling adoption, and leading cross-functional strategy across markets and verticals. Passionate about simplifying complexity and delivering high-impact user experiences at scale.

EXPERIENCE

APIER INC. | Publicly listed APAC AI SaaS platform (TYO: 4180), serving 1,000+ enterprise customer Jun 2021 – May 2024
Senior Director of Product Management | Taipei

Led Strategy and Revenue Growth for Enterprise AI Products

- **Owned multi-million USD P&L** across 2 product lines, contributing **~60%** of revenue within its business unit and serving **300+** enterprise clients
- Penetrated Japan, Korea, and SEA markets: **drove 40%+ YoY recurring revenue growth** through localized integrations
- **Drove** 12-month roadmap aligned with GTM strategy and retention metrics; led weekly reviews with CEO and biweekly cross-product committee to align execution and priorities. Contributed to **double-digit improvement in NRR**.

Established Foundation for Cross-Product AI Platform

- **Led 0→1 development** of “Journey Map Builder,” enabling marketers to design end-to-end customer journeys across EDM, Web, App, SMS, and chat. Integrated two siloed products into a unified marketing automation platform, improving usability and internal roadmap alignment. Delivered MVP in 3 months, **recovered \$300K at-risk ARR**, and defined the long-term integration roadmap adopted across product lines.
- Built and shipped a generative AI-powered Copilot for support operations in 2 weeks, **achieving 50% adoption and reducing response time by 20%**. Delivered in-product suggestions via LLM, streamlining workflows and improving internal team efficiency across key accounts.

Built and Led High-Performing Product Organization

- **Managed 14-person cross-functional org**, including 5 PMs (1 Director, 2 Senior, 2 Junior), designers, and engineers
- **Maintained 90%+ retention** and shipped multiple **0→1 MVPs** under aggressive timelines in a high-ambiguity, post-merger environment.
- Led OKRs, performance reviews, and company-wide product updates; partnered with CEO, CSO, and SVPs to align product direction and drive cross-product structure.

BotBonnie (Acquired by Appier) | SaaS for messaging automation (LINE, Messenger) Oct 2016 – Jun 2021
Co-Founder & CEO | Taipei

Bootstrapped and Scaled a B2B SaaS Platform from 0 to Multi-Million ARR

- **Bootstrapped** a conversational marketing SaaS to **\$2M ARR** with **75% margin**, serving 100+ enterprise clients across APAC including Audi, Uniqlo, and GSK; scaled platform to **1–2M MAU** and processed **80M+ messages** annually. Identified early product-market fit through client feedback and message response analysis.
- Built MVP independently and **scaled team from 2 to 18** across product, engineering, and design; implemented OKRs, onboarding playbooks, and retained **90%+ members** annually
- Noticed low chatbot activation among new users; **ran A/B tests** and redesigned onboarding to walk users through publishing and linking their first chatbot. Boosted activation by **20%**.
- Recognized by Facebook as an F8 case study and by Google with a Business Messages Innovation Award

Fitribe | Gamified wellness app featured on Apple App Store Dec 2015 – Oct 2016
Co-Founder & CEO | Taipei

- Designed and shipped MVP of Fitribe, a social wellness app, within **3 months**; reached **20K MAU** and was featured by the App Store as a top local creative app. Boosted engagement **50% through gamification**.
- Conducted 50+ user interviews and behavior analyses to validate product direction and test monetization hypotheses

INTOWOW & Yahoo! | Ad tech and consumer e-commerce platforms 2011 – 2015
Senior Software Engineer & TPM | Taipei

- Built mobile ad SDK delivering **1M+ daily video ads** (Intowow); developed fraud detection engine **reducing abuse by 95%** (Yahoo e-commerce trust & safety)

EDUCATION

Stanford Graduate School of Business | Palo Alto Jul 2024 – Jun 2025
Master of Science in Management, Sloan Fellow

National Yang Ming Chiao Tung University | Hsinchu, Taiwan 2004 – 2010
M.S. Multimedia Engineering (Valedictorian), B.S. Computer Science (Dean's List)