Jessie Chia Hsuan Lee

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Portfolio: https://www.jessiechlee.com/

CAREER PROFILE

With 3 years of product management experience in the biotech sector, specifically in the dietary supplement and skincare industry, I led the development and implementation of crucial enterprise tools. This includes a CRM system, Lead Tracking apps, and an Integrated Product Development Knowledge Hub, which collectively led to operational cost savings of 6.5 million USD within 3 years. Furthermore, I contributed to new business opportunities that resulted in an additional 1.8 million USD in revenue. I also bring to the table 2+ years of pre-clinical colon cancer research experience, which enriches my ability to drive product development in the intersection of life sciences and technology.

Core competencies: Product Management, Digital Transformation in Biotech, Business Strategy, Market Research, Application of Machine Learning in Life Sciences, and Life Science & Healthcare Domain Knowledge.

CAREER HIGHLIGHTS

- Led a cross-functional team to integrate individual systems (product development, research and development, procurement, Customer Relationship Management (CRM), and SAP systems) into a single digital platform to streamline cross-departmental workflows, resulting in 6.5+ million USD savings in operating costs
- Co-designed and implemented new business model by introducing external data sources, such as data obtained from e-commerce platforms and Innova Database, to design ready-for-sale products that catered to consumers' preferences and needs. This strategic approach enabled the company to stay ahead of the competition, shorten lead time, and achieve a 20.8% conversion rate increase, generating over 5 million USD in revenue within half a year
- Successfully identified a new trend in the collagen market and proactively assisted the company in responding to the change in time to maintain its leading position in China's collagen drink market as a dietary supplement and skincare products contract manufacturer

WORK EXPERIENCE

Carnegie Mellon University – Heinz College of Information Systems and Public Policy | Pittsburgh, Pennsylvania

UPMC Children's Hospital Analytics External Consultant   *January 2023 – May 2023*

- Identified data partnerships and developed analytics frameworks for proactive mental health crisis prediction, resource allocation, and chronic disease management using non-clinical data, such as social media and wearable device data

Carnegie Mellon University – Heinz College of Information Systems and Public Policy | Pittsburgh, Pennsylvania

Management Science Tutor   *February 2023 – May 2023*

- Assisted students in comprehending key course concepts, including linear and integer programming, network optimization, sensitivity, goal and non-linear programming, discriminant analysis, and Monte Carlo simulations

ConnectiveRx | Pittsburgh, Pennsylvania

Product Management Intern (Awareness & Adherence Products)   *May 2022 – August 2022*

- Collaborated with product manager, product director, and senior vice president of products on product enhancement strategy for Prescribers' Digital Reference product
- Facilitated product strategy discussions that included competitive analyses and identification of potential partnerships and market opportunities to expand market share and enter new markets

TCI Co., Ltd. | Taipei, Taiwan

Product Manager / Strategic Development Manager   *July 2019 – June 2020*

- Initiated and oversaw the launch of an integrated digital platform, which digitized and optimized operational processes, resulting in company-wide cost savings of more than 6.5 million USD within 3 years
- Led the end-to-end development, implementation, and iterations of an app, Integrated Product Development Knowledge Hub, that supported a new business model, reducing lead time by 80% and generating $5.3 million USD in revenue within 6 months
- Successfully directed the development of a digital marketing tracking system that monitored digital marketing performance and led to a 90% reduction in the average time sales teams spent on lead follow-up
- Co-launched and devised the content of a successful Customer Loyalty Program aimed at increasing the spending of existing clients and lowering the churn rate, resulting in a boost of $10.5 million USD in new product orders within just 9 months

Product Manager / Strategic Planning Specialist   *August 2017 – June 2019*

- Collaborated with IT teams and sales teams to develop and iterate CRM system, and improved the CRM sales-forecasting algorithm, which led to a 40% increase in accuracy of business forecasts within 9 months

- Led the end-to-end development of expo lead tracking app to empower sales teams to follow up on leads in a timely manner, resulting in increased sales conversion rates and the collection of complete datasets for accurate measurement of ROI for each exhibition
- Trained 70+ sales reps to use new digital tools for improved work efficiency
- Created and implemented real-time dashboards to track individual sales performance, activities (calls, emails, visits), win/loss rates, progress of open opportunities, past-due opportunities, sales forecasts, and renewal and upsell ratios

Ipsos | Taipei, Taiwan

Market Research Executive   *January 2017 – August 2017*

- Designed and conducted 15+ qualitative and quantitative research for 5 Fortune 500 companies across diverse industries (FMCG, automotive, skincare & cosmetics, MLM, and financial), using a range of methods such as in-depth interviews, focus groups, and questionnaires to evaluate brand equity, customer path to purchase (P2P), and pre/post-testing of advertisements

EDUCATION

Carnegie Mellon University | Pittsburgh, Pennsylvania

MS in Health Care Analytics and Information Technology (GPA: 3.86/4.0, highest distinction)   *May 2023*

[Key Projects]

Cervical Cancer Diagnosis Using Interpretable Machine Learning Techniques   *Fall 2022*

[KNN, Decision Tree, Random Forest, Ensemble Model, Neural Network, SHAP, Skater, Tetrad]

- Explored the use of machine learning and causal AI for predicting cervical cancer, comparing multiple predictive techniques. Aimed to support the development of a digital screening solution to enhance access to screening for women in areas with limited healthcare resources

Food Basket Optimization for Nigerian Households   *Fall 2022*

[Scikit-learn, Gurobi™ Optimizer]

- Developed random forest and K-means clustering models to predict food insecurity levels and group similar Nigerian households
- Designed optimized food baskets for different household types to ensure affordability and nutritional adequacy

Decision Support System Prototype to Prevent Nurse Burnout *[Python, SQL, Excel]*   *Spring 2022*

- Created a decision support system prototype to predict and prevent nurse burnout by developing a relational database, logistic regression model with 72% accuracy, and user interface for human resource management teams

National Taiwan University | Taipei, Taiwan

MS in Food Science and Technology (GPA: 4.2/4.3)   *June 2016*

- Thesis: Theasinensin A exerts anti-metastatic effects on HT-29 cells via downregulating the expression of MMP-9 and CCL2

National Chung Hsing University | Taichung, Taiwan

BS in Food Science and Biotechnology (GPA: 4.09/4.3)   *June 2014*

COMPETITIONS

Vertex Pharmaceuticals Healthcare Case Competition - Second Place   *2021 Fall*

- Developed a comprehensive go-to-market strategy for CTX001, a gene-editing treatment for Sickle Cell Disease, including market analysis, product positioning, pricing strategy, and distribution channels

MIT Hacking Medicine   *2022 Spring*

- Developed a digital diary and a prototype stool monitoring gadget for patients with Inflammatory Bowel Disease, enabling them to easily monitor their prognosis and improve disease management
- Collaborated with a team to develop and present product ideas, plans for different phases of product development, and go-to-market strategies to potential investors and stakeholders

SKILLS

Product Management: JIRA, Product Strategy, Risk Management, Agile Development for Mobile Apps

Data Analytics/Visualization: Python, SQL, Machine Learning (Scikit-learn, NumPy, Pandas), NLP, Large-Scale Computing (PySpark, Hadoop), Optimization (Gurobi™ Optimizer), Time Series Analysis (Exponential Smoothing, ARIMA, SARIMA), Google Analytics, Tableau, Vega-Lite, Altair, ArcGIS Pro

UX/UI Design: CSS, HTML, JavaScript, Balsamiq, Figma