

Will Chan

Product Leader | Strategy, Growth, & Execution

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With nearly a decade of experience in technology and a focus on AI-driven solutions, I have progressed from hands-on product roles to senior leadership positions. I have collaborated with startups, scale-ups, and enterprise corporations to develop and launch innovative products that effectively address real customer needs. My expertise encompasses the full product development lifecycle, including discovery, ideation, launch, and performance optimisation, emphasising AI integrations to enhance product capabilities and user experiences.

EXPERIENCE

Genie AI - Legaltech

May 2024 - Present London, United Kingdom

Lead Product Manager

- Launched Genie AI's first pricing model and led the strategy and customer research for ongoing pricing optimisations.
- Introduced the legal tech industry's first real-time multi-party collaboration feature, enabling seamless document editing.
- Drove a 30% increase in signup conversion rates by leading a comprehensive customer research and analysis initiative to refine the onboarding experience.
- Implemented data-driven UX enhancements, doubling product-led growth (PLG) AI adoption from 20% to 40%.
- Pioneered multimodal inputs and agentic architectures, enhancing document management and creation for a more intuitive user experience.

The Product Coach - Consulting

Apr 2023 - Present London, United Kingdom

Coach & Mentor

- Launched a bespoke Product Management coaching service, offering tailored mentorship to both individuals and corporate clients.
- Leveraged extensive knowledge gained from working with diverse businesses at different stages of growth to develop the "ProductOps Playbook", a scalable methodology for operationalising Product Management for businesses.
- Led the creation of a comprehensive Product Manager role at a fast-growing fintech startup, from defining responsibilities to driving the recruitment process, resulting in the hire of a top-tier PM.
- Co-hosted a [Product Tank](#) event to elevate the visibility of the APM role and entry paths into Product Management.

Tanda - Workforce Management

Oct 2021 - Jun 2023 Brisbane, Australia

Group Product Manager

- Pioneered the industry's first templated legal document solution in partnership with a top law firm, streamlining the onboarding process and introducing a modular pricing structure that tapped into new revenue streams.
- Oversaw the development and implementation of an automated break compliance solution, leading to a 90% adoption rate, eliminating related customer support queries, and achieving the company's fastest contract signing worth over \$3 million.
- Directed the standardisation of roster validation settings across platforms, enhancing operational efficiency, reducing support inquiries, and boosting sales through improved usability and compliance.
- Led a global Product Management team, accelerating leadership development through personalised coaching, goal-setting, and workshops.
- Created and executed an Associate Product Manager program, effectively recruiting and integrating new talent to bolster innovative product development capabilities.

Vision6 - Email Marketing

Mar 2021 - Oct 2021 Brisbane, Australia

Senior Product Manager

- Directly managed a team of five engineers and a designer, fostering professional growth through dedicated coaching, mentorship, and the application of industry best practices in product development, resulting in a noticeable improvement in team efficiency and product quality.
- Released a new email template editor that significantly streamlined the process of crafting marketing emails, reducing the time it takes to craft emails by 20%.
- Enhanced in-product customer feedback by implementing FullStory, capturing direct user interactions and feedback.
- Created and launched an enterprise pricing and go-to-market strategy specifically tailored to attract large security-focused customers, which involved extensive market research and competitive analysis to ensure alignment with industry needs and standards.

CitrusAd - Retail Media Advertising

Mar 2019 - Dec 2020 Brisbane, Australia

Senior Product Manager

- Secured the business's most significant partnership with a major US retail group by leading contract negotiations and delivering both scalable and innovative solutions.
- Reinforced business ties by negotiating contract renewals with two leading Australian grocery retailers and establishing a 3-year professional services agreement, reflecting a value of over \$3mm.
- Following a successful \$6.5mm Series A funding round expanded operational capacity and secured significant retail partnerships with Tier-1 retailers: Groupon, Sainsbury's, Tesco, and Petco.
- Hired and directly managed two Product Managers to improve product development clarity and efficiency, resulting in a well-organised product roadmap and streamlined workflow during the business's growth phase.
- Directed product strategy and innovation, focusing on customer-led features, leading to a YoY MRR growth from \$30,000 to over \$1mm

Ladbrokes Digital - Sports & Racing Betting

Mar 2016 - Aug 2018 Brisbane, Australia

Product Manager

- Successfully launched multiple products, including 'Same Game Multi', overhauling the tech stack to React and React Native, achieving over \$350,000 in revenue with double the average profit margin in its first week.
- Developed and executed the 'State of Origin early pay-out promotion' in collaboration with cross-functional teams, which doubled the revenue of a single bet type to \$1.8 million year-on-year.
- Implemented NBA Live Streaming across three platforms for over 1300 games, in partnership with a third-party provider, automating stream matching and display.
- Adopted and disseminated scaled scrum frameworks with guidance from a ThoughtWorks Agile Coach, enhancing team productivity.
- Mentored three Product Managers in Agile methodologies, serving as an escalation point for interdepartmental issues involving Bookmaking, Client Services, and Marketing.

SKILLS

Product Skills Portfolio:

In this collection, you'll find examples that showcase my skills in A/B testing, API Design, Web App Development, Machine Learning (ML) implementation, and Artificial Intelligence (AI) technologies.

Expertise:

Creative Problem-Solving | Process Optimisation | Change Management | Product Strategy | Career Development | Data-Driven Storytelling | Project Management | AGILE | Shape-Up | JTBD | AI | ML |

Tools:

Amplitude | FullStory | Mixpanel | Jira | Confluence | SQL | GitHub |

EDUCATION

Queensland University of Technology

2011. Brisbane, Australia

Bachelor of Business, Marketing Major

PUBLICATIONS

Medium

2023 - Present

Product Management Articles

I write about Product Management, focusing on challenging traditional practices and advocating for continuous improvement. My articles emphasise innovation, adaptability, and a critical approach to standard methodologies, reflecting a practical and forward-thinking perspective driven by real-world experience.

View my Medium profile [here](#).

LogRocket

August, 2023

What is a one-pager?

I was contacted to write for LogRocket's Product Management blog, in this article I tackle what is a one-pager and how having an effective one can help your business align around customer problems effectively.

Read the article [here](#).

CERTIFICATIONS

Certified Product Manager

January 2021

AIPMM

As an AIPMM-certified product manager, I possess a deep understanding of the product lifecycle, from ideation to development, launch, and beyond.