

Wesley Ho

AI-Enabled Product Manager | Product Strategy | MVP | GTM | QA | B2B | B2C | B2G |
Enterprise Platform | AI | CSPO® | CSM® | Principal Product Manager

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[Product Portfolio](#)

OBJECTIVE

Technical Product Leader scaling AI-enabled products from concept to market. Builds 0→1 MVPs, manages roadmaps, and leads GTM strategies that drive adoption. Combines deep enterprise platform experience, attention to detail for quality releases to solve real business problems. Develops future-ready teams through hands-on coaching and facilitation.

Led end-to-end development of 7 enterprise platform products (B2B/B2C/B2G), delivering 200+ features with measurable impact.

- **Scalable AI Chatbot:** Engineered 24/7 conversational AI solution supporting **1,000+ concurrent users**. Reduced costs by **40%** at launch and drove **500% user acquisition** in GTM.
- **AI-Powered Ad Optimization:** Developed B2C product improving ad spend efficiency by **30%** through Amazon-based bid optimization.
- **Led 4 strategic AI market research initiatives to validate product-market fit:**
 - **AI Video Analytics:** Product fault detection using Amazon Rekognition
 - **AI Finance:** Next-gen apps researched with accountants & data scientists
 - **AI Skills Accelerator:** Skills acceleration for tech professionals
 - **AI-Powered Mentorship:** 0→1 MVP from concept to delivery in <3 months

EXPERIENCE

Yesh Digital (AI Automation)– Principal Product Manager

05/2024 – Present

Delivered automation-first capabilities on the Amazon FBA enterprise platform, including AI-driven customer support and ads optimization workflows.

Achievements

- Validated multiple automation-first MVPs through executive pitches and reviews with 13 business owners and 30+ senior product and technology leaders (Grab, ST Engineering).
- Built an automation-first ecommerce foundation, delivering 24/7 AI chatbot support (100% CX scores), improving ad spend efficiency by 30%, and supporting product launches across 40+ US cities via Amazon partnerships.

Responsibilities

- Owned end-to-end product direction for automation-first ecommerce & operations workflows, initially through Amazon FBA (US marketplace) & pivoting into AI automation.
- Defined & managed **roadmaps** from ecommerce operations to AI automation, using product strategy in real business pain points rather than hype-driven use cases.
- Designed and build **MVPs** including AI-driven automation use cases using n8n test beds on Hostinger VPS, evaluating feasibility, adoption risks, and sequencing decisions.
- Conducted structured **product discovery** & validation, synthesizing feedback from business owners & senior technology leaders to scope, prioritization, & go/no-go decisions.

Govtech – Product Manager

04/2023 – 04/2024

Product Manager for national digital platforms, delivering reliable, compliant and automation-enabled systems across public websites, CRM, chatbots & cloud in a highly regulated environment.

Achievements

- Drove workforce and delivery transformation by developing the Job Transformation Map (JTM) impacting 15 major industries, and receiving **2 awards for Agile Leadership and Excellence**.

Responsibilities

- Led **cross-functional teams** and **product execution**, guiding engineers and business users, driving **roadmap** delivery for initiatives such as the Job Transformation Map (impacting 15 major industries) and supporting go-to-market readiness for product launches.
- Partnered with engineering, quality assurance, & release teams to define workflow and CI/CD activities.

Yesh Digital (Amazon) – Product Manager

05/2020 – 04/2023

Launched 20+ product features, including AI Chatbot & AI Ads on Amazon FBA Enterprise Platform

- Develop the entire **product roadmap**, platform optimization, quality assurance, product release, product marketing and customer support.
- Develop **minimum viable product (MVP)** by conducting **voice of customer interviews**, performing A/B testing to validate product ideas and developing prototypes.

Govtech – Product Manager, Digital Services

04/2019 – 04/2020

Led workforce transformation **roadmap** for Apps, AI-Enablement Cloud Migration and Devops

- Led a cross-functional team of engineers and business users in an agile environment.
- Expanded the user base, achieving a 40% growth in under 12 months.

First Product Manager to implement DevOps between applications & infrastructure teams.

Capitaland – Product Owner (Global Ecommerce Platform)

09/2018 – 03/2019

Led global ecommerce platform operations across multi-language, multi-currency environments.

- Guide, support & train 5 global ecommerce teams and over 30+ business users and over 500+ properties in China, Asia, Europe, Middle East and US.

ZONETEL – Product Lead (Ecommerce and Devops)

07/2015 – 06/2018

Led 40+ product feature developments

- Develop **MVP**, product roadmap and go-to-market (GTM) for 30+ product features.
- Drove significant growth in Cloud & Domain Hosting products to 40,000 global users, resulting in a 300% increase in online revenue, comparable to GoDaddy of Asia.
- **Collaborated with cross functional teams:** IT, Marketing, Finance, Ops, Sales, Customer Svc.

Earlier Career — Engineering & Product Experience

2007 – 2015

Engineering and early product roles across security, government-sponsored, media, and ecommerce environments (**Lucasfilm, Singapore Press Holdings, PC Security, Gramercy**).

EDUCATION:

Nanyang Technological University Degree of Bachelor of Engineering (Computer Engineering)

SKILLS:

Product Management Skills: Product Research (VOC), develop MVP, Roadmap, Go-to-Market

Tools: Jira, Confluence, Invision, Miro, Figma **Data Analytics** SQL, Python, Google Analytics,

Helium10, GovTech Analytics (WOOGA), Hotjar **A/B Testing** PickFu, **CRM** Salesforce **CMS** Sitecore

Technology: Full Stack experience in Web & Mobile in Microsoft .NET & PHP, API & Cyber Security

Artificial Intelligence: Generative AI, AI Applications, ML & Data Science, AI Ethics & Governance

Cloud Hosting: Amazon Web Services (AWS), Government Commercial Cloud (GCC)

Enterprise Platform Products: Amazon Seller Central, Hotel Booking Engine, Hosting Automation

Governance: Risk Management, Compliance, Legal, IP, Trademark

CERTIFICATIONS

Certified Scrum Product Owner® (CSPO®) | **Certified ScrumMaster® (CSM®) 2022 Scrum Alliance**

PMA - Certified Product Manager 2024 | **SMU - Emeritus Product Management 2024**

AI Singapore - AI4I® Foundations in AI 2024 | **Vertical Institute - Data Science (Python) 2022**

Toastmasters International - Vice President PR & Competent Communicator 2013