

Wong Hoi Suet, Michelle

Product Manager | GTM | AI | Real Estate | Hospitality | Travel | SaaS | DTC

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SUMMARY:

Product Manager with 8+ years of experience leading **data-driven products across travel, real estate, e-commerce and SaaS platforms, specialising in product growth, localisation strategy, and user behaviour analytics**. Proven track record delivering 0-to-1 products, scaling customer adoption, and optimising conversion funnels through **data insights**, AI-driven automation, and cross-functional collaboration across **global multicultural teams**.

PROFESSIONAL EXPERIENCE

MyHandyAI (*AI-powered home repair assistant*)

Remote

Co-founder & AI Product manager

Mar 2025 - Present

- Launched an AI-powered home repair assistant MVP in 8 weeks, managing the end-to-end AI product lifecycle from product vision, model selection and **data ingestion to production deployment**.
- Built a **multimodal conversational AI platform** powered by LLMs, Retrieval-Augmented Generation (RAG) architecture and vector database pipelines, enabling natural language troubleshooting and repair guidance.
- Improved instruction accuracy from 70% to 90% through LLM prompt optimisation, hallucination detection guardrails, and expert-validated datasets.
- Led a cross-functional team of 8 engineers, data scientists and UX/UI designers, translating user insights into product features and roadmap priorities.
- Conducted 200+ user interviews and behavioural research, identifying core user needs and prioritising features to improve product usability and engagement.

WM International Co. Ltd. (*Real estate company focusing in hospitality*)

Taiwan

Product Manager, Strategy

Oct 2019 – Present

- Led product strategy and development for **B2C hospitality and real estate products**, including digital booking features, **operation systems automations** and an **AI-powered customer service chatbot**.
- Managed cross-functional teams of **12 across three countries**, aligning product roadmap, technology delivery, and business strategy, scaling AUM to 500% in two years.
- Developed **data-driven pricing and retention strategies using OTA, PMS, and RMS analytics**, delivering **20% YoY revenue growth for three consecutive years**.
- Leveraged **user feedback, customer behaviour data, and NPS insights** to identify product experience bottlenecks and implement optimisation initiatives.
- Built KPI reporting dashboards and process documentation to improve operational efficiency, resulting in **15% cost savings and 10% improvement in customer satisfaction**.

Twissic Company Ltd.

London

Head of Product & Business Development

Jul 2018 – Oct 2019

- Led the end-to-end development of a DTC e-commerce product, including product design, UX optimisation, and go-to-market strategy.
- Achieved crowdfunding target in 24 hours by launching high-converting landing pages and acquisition funnels.

- Utilised Google Analytics and Facebook Ads data to optimise user acquisition and customer segmentation strategies. Achieved a 200% ROI for online sales.
- Conducted qualitative and quantitative user research to define product vision and prioritise roadmap features.
- Increased website engagement by 20% through continuous UX improvements and A/B testing.

Taps & Go Ltd.

London

Co-founder & Head of Product

Jan 2018 – Oct 2019

- Pioneered the E2E development of a B2B2C cloud-based SaaS payment web application that makes checkout frictionless for customers in the food and retail industry.
- Collaborated with UX/UI engineers to refine product roadmap prioritisation and identified market opportunities. Improved checkout efficiency by 30% by utilising app-free mobile web application, NFC and RFID technology.
- Integrated third-party payment APIs (Stripe, Apple Pay), reducing checkout abandonment by 20%.
- Designed and built a customer onboarding tool by writing user stories with our functional prototype to enable users and stakeholders to instantly visualise product use case and benefits, led to 10% growth in sign-up rate.
- Conducted merchant interviews and customer discovery to validate product hypotheses and refine product roadmap.

Stime Watch Manufacturing Co. Ltd.

Country Product Director

Nov 2015 – Jul 2019, London

Business Development Manager

Jul 2013 – Nov 2015, Hong Kong

- Led development of B2C and B2B e-commerce products, introducing a DTC sales model that drove 120% YoY revenue growth over three years.
- Conducted international market analysis and customer segmentation to support expansion into Amazon and TKMaxx marketplaces.
- Increased new customer acquisition by 50% in the first year through digital marketing optimisation and marketplace partnerships.
- Built distributor partnerships across 30 global partners, scaling the business into a multi-million-dollar operation.
- Developed marketing analytics and competitive benchmarking to improve product positioning and top-of-funnel growth.

EDUCATION

Massachusetts's Institute of Technology (MIT)

Brisbane

New Venture Leadership, Innovation and Entrepreneurship

Feb 2018

University of Warwick

United Kingdom

Bachelor of Science in Management (Hons)

Oct 2010 – Jul 2013

SKILLS

Product Management, Agile Development, Product Strategy, Go-To-Market Strategy (GTM), Revenue Management, Product Pricing, Data Analytics, Business Development, 0>1 Product Launch, Jira, SQL, Canva, Figma, Notion, SimilarWeb, Trello, Slack, Tableau, Hotjar, Property Management Software (PMS), Revenue Management System (RMS)