

Allan Yeung

Experienced Product Management Professional — Consumer & Platform Products · Real Estate / PropTech

San Carlos, CA · 650-308-9668 · allan.yeung@gmail.com · [linkedin.com/in/yeungallan](https://www.linkedin.com/in/yeungallan)

SUMMARY

Product leader with 15+ years defining vision, multi-year roadmaps, and end-to-end delivery for consumer and platform products across mobile, cloud, and AI. Repeatedly taken 0-to-1 and scaled capabilities to market — owning discovery through launch and optimization, setting success metrics, and running experimentation to drive engagement, adoption, and monetization. Operate across engineering, design, data science, marketing, operations, and legal, and influence senior stakeholders with clear strategic narratives. Deep real-estate domain edge: California DRE-licensed agent and founder of an AI-native real-estate operating system, with direct insight into how agents, brokerages, and consumers transact. MBA, Cornell.

CORE COMPETENCIES

Product Vision & Strategy · Multi-Year Roadmapping · End-to-End Product Lifecycle · Consumer & Platform Products · Customer Insights & Segmentation · Experimentation & A/B Testing · Success Metrics & KPIs · Adoption & Growth · Monetization & Pricing · Cross-Functional Leadership (Eng, Design, Data Science, Ops) · Senior Stakeholder Influence · Real Estate / PropTech · AI/ML & LLM Platforms · Executive Narratives & Business Reporting

PROFESSIONAL EXPERIENCE

Studio 3Sixty5, San Carlos, CA

04/2024 – Present

Founder

Own product vision, strategy, and roadmap for an AI-native real-estate operating system — agentic workflows spanning buyer/seller acquisition through listing, turning a single photo into virtual staging, cinematic AI video tours with narration, MLS listing copy, and social kits in under 15 minutes; built on direct, DRE-licensed insight into the agent and brokerage workflow.

- Drove the full product lifecycle from discovery to launch: architected a multi-agent, multi-model image/video/text pipeline and owned the cost/quality/latency trade-offs behind the sub-10-minute turnaround.
- Embedded Fair Housing & MLS compliance guardrails into the copy-generation path — a responsible-AI control that de-risks agent-facing output in a regulated consumer real-estate market for image and text copy for MLS listing
- Developed voice agent for inbound and outbound calls, supporting solo agents and brokerages with lead intake, qualification, follow-up, appointment scheduling, and routine client communications.
- Defined segmentation (agents/brokerages), pricing, and adoption strategy; set activation and retention metrics and iterated on usage data
- Built an agentic workflow that automates investment-property selection for short- and mid-term rental (STR/MTR) strategies — ingesting listing, rental-comp, occupancy, and regulatory data to score and rank acquisition targets on projected yield, extending the platform from listing into buyer-side deal sourcing.

IQnition (formerly Study Sense), San Carlos, CA

12/2022 – Present

Founder

- Own product vision, strategy, and multi-year roadmap for an AI study-planning app (Web, Android, iOS) with parental oversight — repositioned from an AI chat product (Study Sense) after user research and demand testing drove a strategic pivot.
- Led model selection, trust & safety, child-account architecture, and an LLM gateway with eval models and guardrails on quiz (knowledge-graph) and study-plan generation to hold output quality and difficulty consistent at scale.
- Defined go-to-market and success metrics: audience segmentation, positioning, onboarding, and activation/retention KPIs used to prioritize the roadmap.

PromptXchange Labs — AI-Native Product Studio, San Carlos, CA

12/2022 – Present

Founder & Managing Director

- Run the AI-native studio under which the ventures above sit, applying investment discipline to product development: validate demand before committing engineering, ship fast, measure real traction, and scale only what earns it — effectively a portfolio-level product strategy function.
- Shipped five products across proptech, fintech, and consumer AI, including Perch (iOS/Android, live) — agentic AI that sources, screens, and delivers rental listings weekly — and Oasis TradingDesk (web, beta) — an agentic investment-research terminal using RAG, news ingestion, NLP sentiment, and summarization.

- Operate validate → prototype → ship → measure → scale as a repeatable lifecycle, using usage data to prioritize opportunities and deprecate underperformers.

Independent — Product & GTM Consulting, San Carlos, CA

05/2019 – 12/2022

Principal Consultant — Product Strategy, GTM & Commercialization

- Presto: led go-to-market and technology strategy for computer-vision AI solutions; partnered with the CTO on model architecture, training-data requirements, and optimization, improving model accuracy and latency and delivering measurable gains in customer operational efficiency.
- Advised companies on product management, market entry, business development, and venture investment across AI and adjacent technical domains.

ZTE Corporation, Milpitas, CA

04/2014 – 09/2018

Director of Product

- Led a software-monetization program improving mobile app discovery through AI-driven recommendations at platform scale; defined success metrics (conversion, revenue growth) and the roadmap to iterate the recommendation engine.
- Designed and ran global developer-marketing and hackathon programs for a dual-screen platform launch, driving ecosystem adoption in partnership with AT&T and Cisco across multiple regions.
- Partnered cross-functionally with data scientists and ML engineers on model selection and training data; ran A/B tests on ad format and placement to maximize engagement and monetization.
- Stood up performance monitoring and senior-stakeholder reporting to track recommendation-engine performance and revenue impact.

Sharp Electronics (acquired by Foxconn), Mountain View, CA

03/2012 – 03/2014

Director of Product Management

- Led product development, positioning, and B2B technical content for the U.S. smartphone line-up, segmented by carrier; served as escalation point for product, integration, and GTM launch issues (Sharp AQUOS Crystal / Sprint).
- Ran an innovation program including startup outreach with Plug & Play and internal R&D hackathons; managed technology-partner integrations (e.g., Harman Clari-Fi audio restoration).

Sprint (Virgin Mobile / Boost / Assurance)

01/2010 – 03/2012

Manager, Product Development

- Led a 10+ person cross-functional product and test-engineering team supporting Sprint's multi-brand prepaid growth strategy; integrated Virgin Mobile's product and UX org into Sprint post-acquisition.
- Drove a single-SKU initiative with Google that cut device cost **10%+** and certification time by **2–4 weeks** for OEMs and partners.
- Supported a product segment within \$35B annual operating revenue (+5% YoY), with prepaid as the fastest-growing segment — consumer products at national scale.

Helio (acq. Virgin Mobile) · Telus Mobility

2001 – 2008

Sr. Manager, Terminal Engineering · Terminal Development Engineer

- Sr. Manager, Terminal Engineering, Helio (12/2006 – 05/2008); Terminal Development Engineer, Telus Mobility (05/2001 – 12/2006).

EDUCATION

- Master of Business Administration (MBA) — **Cornell University**, 2012
- M.Eng., Computer Networks — **Toronto Metropolitan University (formerly Ryerson)**, 2003
- BAsC., Computer Engineering (Management Science option) — **University of Waterloo**, 2001
- Licensure: California Real Estate Salesperson (DRE) — active

TECHNICAL & PLATFORM FLUENCY

LLMs & GenAI (RAG, agentic systems, prompt/eval design) · ML platforms (PyTorch, TensorFlow, scikit-learn) · Data & analytics (SQL, Python, Snowflake, Databricks, Spark) · Experimentation & product analytics (A/B testing, Firebase, Google Analytics) · Cloud (AWS) · SDLC, Agile/Scrum, Git, CI/CD