



# SAMUEL KIM

PRODUCT & PROGRAM MANAGEMENT

Portfolio

Website

LinkedIn

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## ▶ SUMMARY

12+ years' experience in product & project management in digital technology, cloud transformation & mobile devices.

Passionate in developing highly effective products & collaborating with teams globally. With a perceptive eye for user behaviour and use data to assemble the desired intent of the customer's journey. Strong understanding of digital, cloud and mobile technologies with the ability to communicate to a wide diverse audience at all levels. Passionate in telling a story towards a future vision north star and motivating teams towards to reach their limits.

## ▶ EXPERTISE

- Product & Business Growth Development
- Deep Learning
- Artificial Neural Networks
- Machine Learning
- Generative AI & Responsible AI
- AI Principles & Large Language Models (LLM)
- Retail Omni Channel & eCommerce
- SMB, EPP & B2B Market Segments
- Compliance Policies: COPPA, CCPA, GDPR, PIPEDA
- Vendor Management
- Team Building & Mentoring
- UX/UI Design Principles & Design Thinking
- Data & Competitive Analysis
- API Microservices Business Requirements
- Agile, SAFe, Waterfall & Hybrid Methodologies
- Mobile iOS & Android
- Cyber Security
- Digital Marketing & Financial Platforms
- Presentation
- Stakeholder Management
- Interpersonal Communication Skills
- Rapport Building
- Team Building

## ▶ AWARDS

**Rogers Connected Home, Digital Transformation Award 2021**

## ▶ EMPLOYMENT HISTORY

### ● COSMO Technologies, San Francisco, CA (Remote)

#### ○ Sr Technical Program Manager | Aug 2023 - Present

- Successfully executed \$16+ million-dollar kids & senior LTE smart watch segment in the US market
  - Grew the smart watch segment by 12% in the open US market in 2023
  - Reduced time-to-market by 18% in 2024 with in partnership with AT&T wearable segment
  - Established and maintained strong relationship with AT&T, Emblem, and Wingtech
- Key Accountabilities and responsibilities: Hardware, Software(Web, mobile) and Generative AI models
  - Frequently brokedown complex business requirements to actionable stories & communicating between stakeholders and developers
  - Ensured delivery of functional specifications, policies across platform components by meeting timelines effectively on a regular basis
  - Deep understanding of technical platforms with attention to detail by solving problems to successfully deliver complex projects on time
- Guiding internal & external leadership in strategic communication and alignment
  - Provided weekly updates across channels for internal and external executives
  - Ensured transparent communication and alignment by keeping organization objectives
  - Cross functional meeting minutes were captured on a daily basis across delivery teams

### ● Bell Canada, Mississauga, ON

#### ○ Sr Program Manager, Agent Tools & Cloud Modernization | Nov 2022 – Aug 2023

- Successfully executed OneView (Agent Tool) Micro UI frontend modernization
  - Accountable for, resource, planning, scope, risk and capital budget of \$12 million
  - Created plan to modernization activities within technology teams: DTC, SingleView, CSM
  - Monthly/weekly updates presented to leadership team: Director, VP, SVP & Group President
- Overseen multiple projects across BCE ensuring seamless coordination and delivery
  - Facilitated, scheduled and managed: scrum ceremonies, Jira boards (Kanban, SAFe)
  - Led program initiatives through collaboration with software managers, program managers, product managers and software developers
  - Guided a 50+ cross-functional team and third party vendors on-shore and off-shore
- Demonstrating track record of success by launching and facilitated the following projects
  - Regularly engaged with development teams to align business requirements with architectural design, ensuring successful project outcomes
  - Promoted technical deliverables by aligning with business objectives prioritized by initiatives to achieve business goals
  - Navigated and balanced business objectives, by solving technical constraints with technical teams to achieve project target dates

#### ○ Sr Product Manager, Consumer Products & Media Services | Nov 2021 - Nov 2022

- Outperformed KPI's across business units: digital web, mobile, retail & call centers
  - Increased premium wireless subscriber base by 15% per quarter by leveraging BCE assets
  - Adoption through digital self-serve portal increased by 26% by enabling key features
  - Reduced agents AHT by 18% improving legacy agent tools automating manual tasks
- Owned end to end product lifecycle for mobility service plans: high, mid and low
  - Researched data and formalized by understanding the user behavior through VOC
  - Socialized ideas to technology, design and product teams to asses size of scope
  - Facilitated wireframes walk-through of MVP solution to cross functional teams
- Identified key industry trends, which could transition to the Canadian marketplace
  - Ability to influence stakeholders at all levels, fostering collaboration and driving alignment with leadership to achieve objectives
  - Established key partnership with global partners in the software and hardware industry
  - Engaged & collaborated closely with vendor (EPAM, Accenture, AWS wavelength)

## ▶ TOOLS

### Data Analysis

- Microsoft Power BI
- Adobe Analytics
- Dynatrace
- DataDog
- Qualtrics

### Product, Project

- Office 365
- Confluence
- Jira
- Slack
- Teams
- Miro
- Figma

### Resourcing & Financial

- Salesforce
- Oracle

## ▶ EDUCATION & CERTIFICATIONS

### Yonsei University

AI Deep Learning for Business, Certification

### Google Cloud Certification

Generative AI Learning Path Specialization

### Google Certification

Google Project Management Professional

### MIT Sloan School of Management Cambridge MA

Management Strategy and Innovation, Certification

### International Academy of Design and Technology

Computer Graphics, Diploma

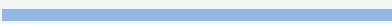
## ▶ ADVISOR

### SKALLE IT

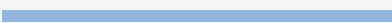
Product Development & Digital Transformation

## ▶ LANGUAGES

English (Native)



Korean (Fluent)



## ● Rogers Communication Inc, Toronto, ON



### ○ Product Manager, Virtual Assistant AI | Oct 2020 – Oct 2021

- Enhanced tech support and field technician processes with AI Virtual assistance
  - 86% calls contained by VA guiding IVR calls related to slow internet, network outages
  - \$8+ million annual savings by self-serve features in digital virtual assistances and chat
  - Improved field tech processes by providing real time user outages though digital by 56%
- Defined Strategic Roadmaps and Drove adoption of Virtual Assistance AI Solutions across Digital Platforms
  - Brokedown complex and ambiguous business requirements into 12 month roadmap by clearly defined milestones fostering collaboration
  - Planned and outlined the product development for VA ensuring alignment with customer needs and organizational goals
  - Prioritized features and improvements based on market research, user feedback, business objectives through iterations
- Managed agile scrum ceremonies across squads
  - Cross collaboration with product managers across the organization: care, support & digital
  - Managed backlog and priorities with PO's, BSA, architect, tech leads, developers and UXD
  - Facilitated sessions to create key epics & stories towards the vision of support transformation

### ○ Technical Product Manager, Enterprise Digital Platform | Jan 2020 – Oct 2020

- Led the product components across the Rogers organization by influencing technical and business stakeholders
  - Reduced frontend load times by 4x and reduced drop rates on average by 48%
  - Accelerated mobile capabilities by 1500% reducing API response times
  - Successfully led cross-functional data engineers, developers, BSA, PM and compliance to create functional specifications
- Managed 3 scrum teams and launched product API across: ecommerce, mobile & support
  - Reviewed legacy API business rules to transition into cloud APIs by creating requirements
  - Managed budget \$6 million of internal and external vendor staff (16) across 3 scrum teams
  - Streamlined intake process product APIs across 3 platforms of the organization

### ○ Technical Product Manager, Digital Transformation | Jan 2018 – Jan 2020

- Successfully drove the adoption of API-first cloud components across the organization, influencing engineering teams
  - 85% middleware calls diverted which was the root cause of application failures on client apps
  - Savings of \$2.8 million in development efforts over 18 months by reusable APIs
  - Lead business direction of data replication of over 1+ billion data points from legacy to cloud
- Guided the cross-functional business and technical teams to adopt modern API-first approaches by enhancing scalability and agility
  - Collaborated with support to redesign legacy tools to modernize agent experiences
  - Mapped agent tool frontends to backend systems to understand data source being displayed
  - Enforced comprehensive data access policies ensuring secure and compliant management of customer data across all digital platforms

### ○ Product Owner, Digital Self-Serve | Jan 2016 – Dec 2017

- Redesigned and enhanced self-serve capabilities on Rogers.com and increased NPS
  - Presented user flow journey of cx when transaction on billing and payment capabilities
  - Reviewed session replay of user behavior on self-serve portal to identify pain points
  - Analyzed data to understand users activity on adoption of self-serve features
- Managed backlog and prioritized user stories on a sprint to sprint basis
  - Managed the scrum ceremonies based agile framework
  - Facilitated, sprint planning, grooming and retrospective
  - Created user stories and business requirements

## ● Samsung Electronics Canada, Mississauga, ON



### ○ Product Manager, Mobile & Connected Devices | May 2011 – Dec 2015

- Spearheaded high, medium & low tier mobile, connected devices in Canada for: Videotron, EastLink, Bell Canada, Freedom & Mobilicity
  - Engaged closely with carrier sales, marketing & engineering teams during post launch
  - Smartphone, tablets & wearables were delivered according carrier's compliance matrix
  - Project managed device carrier lab certification & CRTC, PTCRB & IC
- Cross functional management across internal and external teams
  - Presented and managed roadmap of mobile, tablets and wearable devices to carriers
  - Product features and requirements were prioritized based on carrier business objective
  - Carrier Android, hardware, RF network issues were reviewed and delegated engineering