

# SHIHUA TENG

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## SUMMARY

Launched a start-up business in 2017 as Co-Founder providing digital tools for menu translation and analysis service using image recognition technology targeting restaurants and overseas tourists. Created business plan, strategy, developed services, executed sales, marketing and successfully expanded the business. In 2019 joined a company that provides digital tools for food delivery, Shift management and OKR assessment service as Director and launched the Tokyo Office. Lead a team of 25 to launch new services into the market and manage operations. Have proven track record of delivering performance and growth in the information technology and services industry. Currently working as a cross-product product manager in the cloud product division of a consulting firm. Have a Master's degree in Media Design from Keio University.

## SKILLS

- Product Management
- User Interface Design
- Digital Marketing / SEO
- Business Development
- Leadership/ Team Management
- Specification
- Web&App Design.
- Product Design
- Business Strategy
- Entrepreneurship
- Self-starter
- Communication
- Start-ups

## WORK EXPERIENCE

### **Globe-ing Inc.**

**November 2022 - Present**

*Provides sales productivity, procurement costs analytics, and adjust pricing simulation services.*

#### **Product Manager**

- Adapted a consulting firm's established methodology to shepherd three distinct services from mere concepts to SaaS products.
- Revolutionized product ideation by converting abstract ideas into actionable wireframes and compelling designs to do user-testing, expediting MVP development in an agile 6-month cycle.
- Successfully navigated the PoC phase to unveil two market-ready MVPs, positioning the products for rapid market entry. Proactively identified and secured an engagement with five high-value prospective clients within just two months, sparking data-driven improvements to the product.
- Awarded MVP at an internal awards ceremony in September 2023.

### **Turing Japan Inc.**

**June 2022 - Present**

*Provides Blockchain certificate management service*

#### **Director (Part-time)**

- Established Tokyo office
- Spearheaded market validation through PoC in the competitive Japanese landscape.
- Championed product enhancements and cultural adaptations, optimizing for local user experiences.
- Exemplified business development prowess by onboarding 6 key clients within 90 days.
- Orchestrated a successful \$1.5 million capital raise as the IR team, fortifying the company's financial health.

### **beepnow systems K.K.**

**April 2019 - October 2022**

*Provides digital tools for food delivery and online OKR assessment service*

#### **Director**

- Established Tokyo office, launched 3 services, and managed operations and hiring
- Lead a team of 20 to deliver new products to the market
- Create strategies, plans, definition requirements, product designs, execute development, test, and release product
- Marketing implementation, including on-demand media, LP, and ad creation, raised the number of

- potential customers by 23%
- Collaborate with clients and partner companies to identify product needs and expand markets
- Developed a system to optimize work shift using AI and sold the system at a premium price
- Sales increased by 8% by developing functions in line with the business strategy
- Reduce operation and management costs by 20% by building an in-house system

## **ToU Menu Inc.**

**August 2017 - Present**

*Provides food menu translation services utilizing digital tools and contract development & design*

### **CEO & Co-founder**

- Founded the company as Co-Founder to launch a food menu translation service using image recognition technology targeting restaurants and tourists visiting Japan
- Create strategy, design and develop products (handled over 40 projects), execute sales, marketing, PR, business development, customer support and CRM
- Implement SNS marketing and SEO
- Led team and drove business to acquire 255 clients in just 6 months

## **OTHER WORK EXPERIENCE**

### **Internships**

#### **FaithCreates Inc., Hyogo, Japan (Oct 2015 - Mar 2017)**

- Created plan and design, handled coding for stamp rally service and worked on projects with local governments, organizations and railroad companies

#### **KerjaDulu, Taipei, Taiwan (Aug 2014 - Sep 2015)**

- As a development assistant worked on UI/UX design and improved UI
- Researched competitors and designed desktop dashboard

#### **WritePath Inc., Taipei, Taiwan (Feb 2014 - Mar 2014)**

- Created affiliate program, marketing strategy, executed market/competitor research for companies making entry into the Japanese market

## **EDUCATION**

*Bachelor of School of Policy*, Kwansei Gakuin University, Hyogo, Japan (2017)

*Master of Media Design*, Graduate School of Keio University (GPA: 3.97/4.33), Kanagawa, Japan (2019)

## **CERTIFICATION/QUALIFICATION**

N1 Japanese Language Proficiency Test (2012)

Japan Permanent Resident Status (2015)

TOEIC score 730 (2018)

## **LANGUAGE**

Mandarin, Taiwanese: Native

Japanese: Professional working proficiency

English: Proficient

## **SOFTWARE**

HTML, CSS, JavaScript, Figma/AdobeXD/Photoshop/Illustrator/Sketch/InVision/Zeplin

## **ADDITIONAL INFORMATION**

Vice President, Taiwan Association of Osaka Youth Chapter (April 2015 - April 2017)

- As a founder assisted more than 120 members in a year

KOBE PR AMBASSADOR (April 2016 - April 2017)

- Promoted Kobe City in English/Mandarin via social media, television, and radio.