

ALISON SHIN

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SUMMARY

Product Manager with 7+ years delivering 0→1 launches, with proven record of launching analytical and technical products, including a data warehouse-native A/B testing product for developer and data teams ([PR announcement](#)) at Statsig (Series B, later acquired by OpenAI), which became the largest source of new deals including for customers like OpenAI and Notion, and backend inventory and order management platforms at Wayfair. Most recently, I launched the "Add to Delivery" purchase experience at Amazon (1.7M+ daily users, featured in [The Verge](#)), defining product requirements and metrics from inception with monthly Retail CEO-level reporting on outcomes. I thrive in fast-paced builder cultures, moving fast through tight user-engineer feedback loops and turning technically complex challenges into intuitive product experiences.

PROFESSIONAL EXPERIENCE

Amazon - Global E-commerce, Logistics, and Cloud Services Provider

Bellevue, WA

Senior Product Manager (Technical), Add to Delivery

Oct 2024 - Current

- Led the launch of one-click Add to Delivery (AtD) purchase experience on Amazon's mobile app, enabling customers to add items to their upcoming deliveries with a single tap, driving 11% of all Prime purchases (\$2B+ annualized impact)
- Led the launch of AtD messaging features across the four highest-trafficked surfaces on site, helping customers identify eligible items, unlock free shipping, and select more carbon-efficient delivery options, driving a +0.47% lift in overall cart conversion
- Owned A/B experiment design, metric instrumentation, and results analysis for both launches – defined success metrics upfront, monitored experiment health, and led data readouts that directly informed shipping decisions; authored detailed technical PRDs and pressure-tested system designs with engineering
- Regularly contributed updates to the CEO of Amazon Retail, communicating roadmaps, risks, and highlighting customer impact and business outcomes.

STATSIG (Acquired by OpenAI) - B2B SaaS enabling data-driven team decisions

Bellevue, WA

Lead Product Manager

Oct 2022 - Mar 2024

- Launched data warehouse-native Experimentation product from 0 to 1, driving 50% of total sales pipeline within six months. Owned end-to-end product development including customer discovery, product strategy, execution with engineering and data teams, and pricing and go-to-market strategy with Sales and Marketing teams
- Launched company's first AI chat agent spanning UI design, API integration, model prompt engineering, and ongoing post-launch evaluation loops
- Improved self-service activation through rigorous experimentation: instrumented the onboarding funnel, identified key drop-off points through data analysis and user sessions, and iterated on the flow until activation rate increased by 20%; rebuilt developer docs to reduce time-to-value
- Delivered enterprise-grade features, such as workflows for managing lifecycle of feature flags, experiments, and metrics, collaborating closely with customers directly and Customer Success team
- Co-owned user acquisition roadmap with marketing, applying experimentation and data analysis to optimize the sign-up funnel and grow weekly sign-ups by 1.8x

WAYFAIR - E-commerce marketplace for home goods with \$12B+ revenue

Boston, MA

Associate Director of Product, Returns and Incident Resolutions

Aug 2021 - Jun 2022

- Started new team of 1 PM, 5 engineers, 1 designer around returns and incident resolutions, establishing global product vision for customer experience, financial operations, and logistics
- Launched new refund system that resulted in increased accuracy and scalability, supporting omni-channel use cases (e.g. "buy online, return in person")
- Improved self-service mobile and customer agent tool workflows to increase customers' adoption of Replacement Parts program, low-cost alternative to returns, by 13%

Associate Director of Product, Enterprise Resources Planning (ERP) Platform **Jul 2020 - Aug 2021**

- Led team of 3 PMs, 14 engineers, 1 designer across Inventory, Catalog, and Order Management Platforms and APIs
- Reduced order cancellation rate by 0.8% by aligning 4 engineering teams and customer support teams on shared roadmap to enhance post-order customer experience
- Defined product strategy for selling items en route to Wayfair warehouses (revenue increase by 3.2%); interviewed suppliers, defined use cases, built technical specs, prioritized features for MVP launch

Senior Product Manager, Inventory Platform **Sep 2018 - Jul 2020**

- Launched new Inventory Platform, increasing data consistency between storefront and supplier portals by 2.6%; led technical and leadership presentations and managed 1 PM for delivery

ACCOLADE - *On-demand personalized health and benefits solutions*

Seattle, WA

Product Manager (Intern), Machine Learning Platform

May 2017 - Aug 2017

- Prioritized product roadmap for Machine Learning (ML) platform used by customer agents to surface optimal health-related recommendations in-product

GRAMEEN AMERICA - *Financial services nonprofit serving women entrepreneurs*

New York, NY

Financial Data Analyst

Jul 2015 - Jun 2016

- Managed Salesforce database of all loan data; automated data processing and updates
- Used financial data forecast to secure \$6.5MM funding for new business line of commercial loans

PAYJOY - *Series C startup financing smartphone purchases with mobile technology*

San Francisco, CA

Strategy Consultant

Mar 2015

- Assisted in creating pitch deck to raise \$4.3MM seed funding with market analysis

SVTP - *Hardware startup providing energy to consumers without reliable electricity*

Shenzhen, China

Product Engineer (Mechanical)

Jan 2014 - Mar 2015

- Led product development lifecycle for power supply products from user research to manufacturing

EDUCATION

HARVARD BUSINESS SCHOOL

Boston, MA

Master of Business Administration; cross-registrant course includes Intro to Computer Science

2016 - 2018

OLIN COLLEGE OF ENGINEERING

Needham, MA

Bachelor of Science in Mechanical Engineering

2009 - 2013