

I-Wen Lee (Elaine)

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B2B Tech & AI Product Marketing · **Go-to-Market, Positioning & Launches** · **Sales Enablement & Data-Driven Growth**

EDUCATION

New York University, M.S. Information Systems (CS + MBA) | US

- Coursework: Data Science for Business, Algorithms, Database Systems, Generative AI Fairness and Law
- Clubs: Marketing Society, Product Management Club, Tech Club, Entrepreneurship Club

University of Southampton, M.S. Marketing Management, Sep 2014 | UK

National Chung Hsing University, B.S. Applied Economics, Jun 2013 | Taiwan

WORK EXPERIENCE

AI Product Marketing Manager · **Chainsight (YC-backed AI Startup)** · Sep 2023 – Aug 2024 · Taiwan

- Drove 12,400 sign-ups in 3 weeks (+23% projected retention) by owning end-to-end GTM for an Applied AI SaaS, defining positioning and messaging that translated technical AI features into clear customer benefits
- Lifted user engagement 31% and feature usage by drafting blog posts, social copy, and integrated campaigns based on established messaging frameworks across paid and organic channels (Product Hunt, Discord, AI communities) to drive lead generation
- Led launch of AI Sales Agent product, acting as connective tissue between product development and business execution: ran 30+ outreach calls, 12 customer visits, and closed 3 new accounts on time

B2B Product Marketing Supervisor · **ASUS Computer** · Aug 2020 – Oct 2022 · Taiwan

- Generated 3,000+ enterprise leads and 18% lead-to-deal conversion by managing cross-functional projects with sales, product, and corporate communications, integrating marketing automation (Pardot) with Salesforce CRM
- Built 30+ launch Bill of Materials (one-pagers, FAQs, pitch decks, playbooks, battlecards, case studies) across 20+ launches to ensure business and field teams had the collateral to win
- Orchestrated business toolkits, field training, and Gartner analyst relations across 3 global tech partners (Microsoft, Intel, Google), co-developing a Gartner whitepaper, 60+ articles, and 8+ webinars reaching 4,000+ decision-makers

Market Development Manager · **ASUS Computer** · Jul 2019 – Aug 2020 · Taiwan

- Grew UK market share from 8% to 14% (27% YoY, 52% Chromebook) by tracking market trends, competitor updates, and customer insights to inform product portfolio, positioning, and feature prioritization
- Achieved 80%+ partner adoption across 24 EMEA countries by leading rollout of partner program, influencing without direct authority across cross-functional stakeholders

Strategic Procurement Analyst · **Hewlett-Packard Enterprise (HPE)** · Oct 2018 – Jun 2019 · Taiwan

- Reduced quarterly costs by \$1M and improved on-time fulfillment 20% by managing cross-regional supply-demand planning and analyzing pricing/margin data across APAC, US, and Europe

Marketing Specialist · **PChome Online E-commerce Platform** · Oct 2015 – Apr 2018 · Taiwan

- Scaled GMV by 3x during peak campaigns by executing 70+ data-driven marketing campaigns and optimizing traffic, conversion rates, and on-site placement performance through targeting
- Lifted conversion 20% and AOV 15% by synthesizing customer feedback into product and campaign recommendations, partnering cross-functionally to improve enterprise buyer experience

SKILLS

Product Marketing & Go-to-Market: Positioning & Messaging, Go-to-Market Strategy & Execution, Product & Feature Launches, Sales Enablement (Battlecards, Pitch Decks, Playbooks, One-Pagers), Competitive Intelligence & Win/Loss, Customer & Market Insights, Demand Generation, Thought Leadership & Analyst Relations

AI, Data & Cross-Functional: Applied AI & B2B SaaS GTM, Data-Driven Decision Making & Pipeline Metrics, Customer Segmentation & Personas; Salesforce, Pardot, Marketo, Excel; AI Tools Daily (Claude, ChatGPT, Gemini); Cross-Functional Leadership with Product, Sales, Engineering & Marketing; English & Mandarin (Native)