

HELEN WANG

ABOUT ME

I work as a software product manager by day developing product and marketing strategy, and in my free time apply these same skills to give back to the community through volunteering and learning. I hope to join the BPAC to make Santa Fe an even better city for all.

WORK EXPERIENCE

USER INTERVIEWS

Ames, IA (Remote)

Product Manager

2023 – 2024

- Set product strategy, define features, and oversee implementation on a squad of engineers, a designer, and data scientist
- Lead go-to-market efforts quarterly for new product launches, coordinating across marketing, sales, and customer success

WORKIVA

Ames, IA (Remote)

MBA Product Management Intern - Public Sector

2023 – 2024

- Interfaced between sales, customer success, and 3 engineering teams to discover, size, and prioritize two critical security features
- Conducted interviews with key public sector customers to identify core workflow needs in Audit platform and presented to SVP+
- Won Workiva Q3 MVP Award for proactive cross-functional collaboration and tenacity. Sole MBA intern awardee

ARXIV.ORG AT CORNELL TECH

New York, NY

Technical Product Manager

2021 – 2022

- Managed development of automated spam detection with researcher, ops, UX, and policy teams to preserve platform integrity
- Created first product and strategy roadmap, enabling greater engineering focus and the most successful year of funding to date

CONSERVATION SCIENCE PARTNERS

Truckee, CA

Product Manager

2020 – 2021

- Led buildout and development of Analytics Lab, CSP's venture to bring AI and technology to conservation science. Modeled growth, created product roadmaps, and secured \$2M in contracts in two months, ensuring profitability within 12M of launch

YELP

San Francisco, CA

Manager, Engagement, Diversity & Belonging

2019 – 2020

- Partnered with C-suite to lead global COVID-19 office shutdown, enabling 60% of company to work remotely for the first time
- Managed 35% workforce reduction during 2020 downturn, from financial modeling to health policies to writing CEO comms
- Designed, implemented, dashboarded, and evaluated interview processes with VPs, increasing hiring pipeline diversity 30% y/y

Senior Business Operations and Strategy Analyst

2017 – 2019

- Redefined Yelp's listing and content moderation strategy working with Product, Eng, and Legal, yielding savings of \$1M/year
- Produced platform-wide monthly ad statistics, revenue, and retention reporting for C-Suite, covering 90% (\$942MM) of revenue

MCKINSEY & COMPANY

Redwood City, CA

Business Analyst

2015 – 2017

- Worked on strategy and M&A integration engagements for tech companies ranging from startups to F500 firms

VOLUNTEER AND COMMUNITY EXPERIENCE

SANTA FE STRIDERS

Santa Fe, NM

Board Member

2023 – Present

- Wrote our successful application to become a Road Runners Club of America Runner-Friendly City. Regularly plan and run races

SANTA FE WATERSHED ASSOCIATION

Santa Fe, NM

New Mexico Climate Masters Candidate

2024 – Present

- Completed coursework covering energy and climate resiliency in NM. Presenting organizations included the City of Santa Fe Environmental Services Division and the MPO among dozens of others

ABOUT-FACE

Santa Fe, NM

President of the Board of Directors

2018 – 2021

- Worked alongside ED of a teen girl empowerment nonprofit to lead board meetings and speak regularly at fundraisers

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Chicago, IL

Master of Business Administration

June 2021 – December 2023

- Concentrations: Strategy, Entrepreneurship, Economics, and Marketing; Dean's List; GPA: 3.9
- Activities: 2023 Turner MIINT Impact Investing Fellow and Global Finalist, Booth Product Management Club, Built@Booth

YALE UNIVERSITY

New Haven, CT

Bachelor of Arts with Honors, English Literature

August 2010 – December 2014