

# GINA OH

## WORK EXPERIENCES

---

### SENIOR PRODUCT MANAGER | Ettifos

Oct 2024 - Present

*Product Management • Product Development • Growth Strategy • User Research*

Defining product roadmaps for existing product improvements and new strategic offerings backed by self-conducted market and user research.

Managing the development and launch of best-in-class hardware and software products with design/development teams, as well as designing and implementing new processes to enhance cross-functional collaboration to streamline product launches.

---

### FOUNDER | Oh Strategy

Sept 2023 - July 2024

*Go to Market Strategy • Product Strategy • Growth • User Research • Design Thinking*

Partnered with early-stage startups to craft and execute data-driven product launch and growth strategies.

Facilitated design thinking and user research workshops for startup accelerators, mentoring cohorts on user-centered practices for product design and deployment.

---

### COFOUNDER Head of Product & Operations | Hai

Sept 2020 - April 2023

*Operations • Product Development • Growth Strategy • Research • CX Design*

Brought to market a new software and hardware product that launched online and in 500 retail doors within the first year of the company.

Led ongoing hardware and software product improvements that helped double sales month over month and kept return rates 1.4X lower than the national average.

---

### SENIOR CONSULTANT | Innovation Booster

Jan 2020 - Sept 2020

*Programmatic Strategy & Training • User Research • Stakeholder Management*

Guided Fortune500 companies on Lean Startup and Test & Learn strategies to validate product solutions and get to launch 2X faster than the average corporate lifecycle.

Designed custom processes for innovation teams/owners to adopt and scale-out across their business to better approach building out new products and services.

---

### PROGRAM MANAGER | IBM Journey Systems

Dec 2018 - Jan 2020

*Management • Service Design • Business Transformation • Exec Reporting*

Managed a cross-functional team to architect, then pilot, a first of a kind business service design initiative focused around improving end-to-end product experiences.

Our first pilot partner saw a 20% increase in conversions within the first month.

## ABOUT ME

---

### My mindset

no job is too small or too big

### My mantra

design-forward, data-backed, & user-centered

### My dream team

working with and learning from multi-disciplinary, diverse teams

### My superpower

creating frameworks to help navigate through uncertainty

## MORE ABOUT ME

---

### Check out

[www.gina-oh.com](http://www.gina-oh.com)

## EDUCATION

---

### University of Southern California

#### Major

Business Administration

#### Minor

International Relations

### Recognitions

*Renaissance Scholar  
Deans List*

## LANGUAGES

---

### Native Language

English

### Second Language

Korean

# GINA OH

## WORK EXPERIENCES CONTINUED

---

### DESIGN THINKING COACH | IBM Cloud Computing

April 2019 - Oct 2019

*Workshop Facilitation • Coaching & Training • Stakeholder Management • Product*

Led six tailored design thinking workshops across various business units to resolve high friction customer and employee pain points.

80% of solutions created from the workshops were built and implemented to help both customer and employee experiences.

---

### CONSULTANT | IBM

Jun 2017 - Dec 2018

*Project Management • Test Cycle Facilitation • Requirements Gathering*

Turned around a potentially delayed, critical systems release through structured project management and stakeholder coordination, aiding in a multi-million follow-on contracts.

Collaborated with stakeholders to define requirements for integrating a large-scale ERP solution post-acquisition with a multi-billion-dollar healthcare company.

Facilitated testing cycles (Dev, SIT, UAT, Prod) across three global system deployments.

---

### ASSOCIATE CONSULTANT | TCG

Sep 2016 - Apr 2017

*Process Improvement • Research • Revenue Cycle Management*

Identified systematic hospital underpayments from insurance companies and provided recommendations on how to prevent and identify future discrepancies.

Utilized entry-level SQL to translate contracts and input negotiated rates into a database for pricing model validation and conducted detailed research on medical records to verify the accuracy of underpayments based on medical diagnoses.

Led bi-weekly project meetings to monitor team progress against monthly goals.

---

### BUSINESS ANALYST | Knightsbridge Branding

Jun 2016 - Aug 2016

*Market Trend Research • Brand Development • Project Management*

Created presentations for clients on emerging industry trends relevant to their field.

Worked with our designer to create branded deliverables for our clients such as company decks, logos, site redesigns, business cards, and letterheads.

Facilitated on-site client meetings and conference calls to present branding and marketing recommendations.

## AWARDS

---

IBM Manager's Award 2019

IBM Client Award 2019

IBM Manager's Award 2018

## CERTIFICATIONS

---

Design Thinking  
IBM Badge

Agile Project Management  
IBM Badge

WSET Level 2  
Wine certification

## CITIES I'VE WORKED IN

---

Seoul, Korea

Los Angeles, United States

New York, United States

Madrid, Spain

San Francisco, United States

## LET'S CONNECT

---

Email  
ginaoh129@gmail.com

Linkedin  
bit.ly/ginaoh

US | +1 626 215 7399

KR | +82 010 3136 7399