

KATTIE LAM

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📍 LOS ANGELES

www.kattielam.com

EDUCATION

**UNIVERSITY OF CALIFORNIA,
LOS ANGELES**
B.A., International Development
Studies

**UNIVERSITY OF NEVADA,
LAS VEGAS**
M.A., Curriculum and
Instruction

TECHNOLOGIES

Figma
Invision
JIRA
FinalCut Pro
Adobe Photoshop

AWARDS

Veson Values Awards, 2018
Annually awarded to one team
member that outperformed
Veson company values

First Place,
MassChallenge/Pepsi Co Pitch
Competition, 2015

ACTIVITIES

Team Lead, Mavis Taintor for
Delegate
Tech for Campaigns
May 2019-Present

Board Member
Teach for America/ The
Collective
2015-2018

INTERESTS

Impact-based Development
Brazilian Jiu-Jitsu
Jazz Vinyls

WORK EXPERIENCE

PRODUCT MANAGER

JUN 2015-MAY 2019

Veson Nautical, Boston, MA

B2B SaaS commercial maritime platform that manages end-to-end voyage management

- Managed the productization and execution of three new product lines – Market Inbox, Business Intelligence, and CRM – that became the hallmark for Veslink IMOS Platform conversions to a SaaS business model, which increased sales to 100% SaaS in two years.
- Product owner for Veslink Network, which had a goal to scale the user base via productization of APIs into Veslink. APIs required massive restructuring of legacy data model; successful integrations included: email, business intelligence, and locational services APIs. Led productization of API integration for launch, pricing, and marketing.
- Led launch of Market Inbox, a natural language parser that was net new to the legacy technology stack. Identified product-market fit, led Agile development and testing of MVP, and executed launch with training and documentation.
- Created commercial maritime's first pitch competition, which launched at Veson's bi-annual user conference that has 200+ attendees from companies like Shell, Cargill, and Phillips66.
- Promoted from Associate Product Manager to Product Manager in June 2017.

PRODUCT MANAGER

AUG 2014-JUN 2015

TeachersConnect, Boston, MA

B2C EdTech startup that provided virtual support in mentorship and resources via LMS to new teachers

- Managed overseas development team to create MVP in 10 weeks using agile development; 100+ teachers beta tested.
- Prioritized product roadmap; designed mock-ups that created demo opportunities with 24 deans of targeted paying institutions.
- Initiated the Teacher Advisory Board to involve user input; grew program to 12 active board members.

TEACHER EVANGELIST

OCT 2013-JUN 2014

Gradeable, Boston, MA

B2C EdTech startup that used OCR technology to help teachers grade tests faster

- Initiated and nurtured partnership with Teach For America, increased users by 25%.
- Grew user base by 2x in nine months via growth marketing and community-building events

TEACH FOR AMERICA | EARTH SCIENCE AND STEM TEACHER

SEPT 2011-JUN 2013

Clark County School District, Las Vegas, NV

- Spearheaded Engineering curriculum and implemented STEM initiatives
- Rigorous curriculum and assessment resulted in a 70% content mastery in final exams