AMIT BHAN

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SUMMARY

16 years of experience in product marketing, consulting and business strategy. Experienced in developing and executing strategic plans to increase customer engagement and maximize ROI. Proven ability to manage teams and complex projects. Excellent at identifying opportunities and crafting compelling narratives that resonate with target audiences. Highly collaborative with a focus on driving business KPIs.

EXPERIENCE

Product Marketing Lead
March 2021 - July 2023

Meta | Singapore
- Collaborated with the regional Sales and Partner teams to grow Meta's share of ads revenue in Southeast Asia. During a challenging 2021-22, this partnership yielded impressive outcomes in terms of new product adoption that led to improved ad performance and revenue growth (+11% YoY).
- Drove the development and growth of several key ad products for the region (e.g. Dynamic Ads, Collaborative Ads, etc.), that contributed to over $100M+ of incremental revenue for the business over a 2 year period.
- Achieved stakeholder alignment by integrating Sales, Product, Partnership and Business Engineering teams into a single, high-performing cross-functional team, working through strategic product inbound and outbound initiatives, resulting in improved resource efficiency and stronger go-to-market execution.
- Led the Product Marketing operations in Southeast Asia, overseeing team management, biannual planning, fostering collaboration among numerous stakeholders, and effectively executing on key product priorities, resulting in the successful attainment of our revenue and product KPIs.

Product Marketing Manager
January 2018 - February 2021

Meta | Singapore
- Conducted research to understand the needs of business users in Southeast Asia using surveys and interviews, which led to the creation of culturally relevant product narratives, improving product adoption by 20% and leading to a direct impact on the company's ads revenue.
- Developed exciting go-to-market strategies for new product launches. This entailed organization of internal sales enablement programs, external B2B marketing events, creation of best practice guides and measurement frameworks. This led to an increase in overall ads revenue and an increase in best practice adoption.
- Closely partnered with third-party solution providers (via the Meta Business Partner program) to support GTM activities, solution adoption and technical integration and implementation. In 2020, this collaboration increased the rate of adoption of Instagram Stories ads among advertisers in Southeast Asia by 200%.

Solutions Architect
April 2014 - December 2017

Meta | New York
- Drove the adoption of the Audience Network (AN) platform with 1000s of web and app publishers across North America by providing consultative technical guidance to Sales and client teams. Increased revenue of Top 5 Tier A clients by ~30% QoQ.
- To increase adoption of the Facebook Audience Network, developed an onboarding playbook filled with questions to ask, resources to share, and mistakes to avoid. The adoption of this playbook led to a 50% decrease in onboarding time which helped AN achieve $1B in ARR in 1+ year.
- Provided feedback to Product and Engineering teams during roadmapping to develop features on the

next version of the AN platform. Closely collaborated with the Product Manager by creating and reviewing product specifications and prototypes.

Senior Consultant, Cybersecurity (Financial Services)
January 2009 - March 2014

Ernst & Young | New York
• Managed execution of over 5 large-scale multi-million dollar engagements for Fortune 100 companies spanning across data protection and privacy, identity and access management and digital transformation.
• Led cybersecurity transformation programs for global enterprises, driving innovation and applying a cyber risk lens to business strategy with confidence and scale.
• Established subject matter expertise in privacy laws and regulatory requirements as well as ISO 27001/2 internationally accepted standard for security program management.

Team Lead, Security Operations
July 2005 - July 2007

GTL Limited (acquired by Orange Business) | Mumbai
• Pitched and secured multi-year contracts with 3 insurance/financial services businesses to manage their security operations, perform monthly risk assessments and regularly report on findings.
• Lead a team of five security engineers to perform 100+ vulnerability assessments, monitor and report on the security vulnerabilities, and implement controls to achieve compliance with all security related standards.
• Recruited, hired, and trained several security engineers and created a supportive team environment that represented strong collaboration and knowledge sharing, resulting in a 100% retention rate within the team over a 12 month period.

CERTIFICATIONS

Product Management
2023

University of California, Berkeley
• This six-week hybrid program combines the latest in Design Thinking with the best of the Berkeley-Haas MBA program. Key components of the program include: 1/ understanding your customers' environment and needs, 2/ designing customer experiences, 3/ boosting your team's performance, and 4/ mobilising your organization to take action and develop a competitive advantage.

EDUCATION

MS in Information Security Management

Carnegie Mellon University
Pittsburgh, PA • 2008

BS in Information Technology Engineering
Minor in Information Security

University of Mumbai, Sardar Patel College of Engineering
Mumbai • 2005

VOLUNTEER

Team Lead
January 2011 - January 2014

New York Cares | https://www.newyorkcares.org/
• Led and inspired a team of over a 1000 volunteers over a 3 year period to contribute to schools and in-need projects within the New York community.

Adoption Counselor
June 2010 - June 2011

ASPCA | https://www.aspca.org/nyc
• Helped shelter staff to handle adoption procedures and advise on suitability of animals for potential adopters.