

# Winnie Wu

## Product, Growth and Innovation Leader

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📍 San Francisco Bay Area



Innovative technical product leader with 10+ years of post-MBA experience, specializing in AI/ML and Generative AI solutions that maximize business impact and customer value. Skilled across the end-to-end product management lifecycle; from product vision, strategy, customer insights, roadmapping, feature prioritization, prototyping, development and launch. Proven track record in leading cross-functional teams and driving product strategy from vision to execution. Combines data-driven insights and strategic thinking to tackle complex challenges and deliver transformational results.

## PROFESSIONAL EXPERIENCE

### MCKINSEY & COMPANY

Feb 2017 – Aug 2024

#### Associate Partner, San Francisco | GenAI Product, Research and Design

Leading product strategy, research, definition, design, and development at the intersection of GenAI and Digital, serving clients in the tech, consumer and retail spaces.

- Spearheaded vision and delivered a multi-year AI product roadmap for a F100 Consumer and Retail company, unlocking \$60M in revenue. Aligned customer needs with technological advancements to build a suite of AI products across marketing, software development, and operations.
- Developed comprehensive product roadmap for Microsoft to build "the future of work" using AI and AR technology; created B2B use cases for Teams based on user-tested concepts.
- Built and launched one of the first HR GenAI conversational assistants for Walmart. Defined use cases, identified critical user needs, developed and prioritized product features for MVP build.
- Prototyped a GenAI multimodal creative content generator for Heineken's marketing group; conducted cost-benefits analysis to determine ROI for in-house build.

#### Associate Partner, Japan | Digital Product and Business Building

Co-Led McKinsey's Build Practice, leading 20+ researchers, designers, product managers, data scientists, engineers, and developers to help Asia clients build their digital businesses.

- Advised a portfolio of 9 early-stage tech companies as part of the \$900M Incubate VC fund, developing traditional digital and AI product roadmaps and prioritizing development to penetrate US markets.
- Designed Thailand's #1 super-app, focusing on entertainment and travel for MVP. Developed product roadmap, prioritized features, led sprint planning, and applied agile methodologies.

#### Engagement Manager, Chicago | Product, Insights and User Experience

- Pioneered Emotion AI for Lionsgate Studios, leveraging AI to analyze audience emotional reactions to marketing assets such as trailers to increase launch awareness and improve box office success.
- Developed and managed a 5-year digital innovation pipeline for Boston Scientific's peripheral arterial disease group, balancing short-term goals with long-term vision.

### IA COLLABORATIVE

Dec 2015 – Jan 2017

#### Senior Director, Chicago | Product, Insights and User Experience

- Redesigned digital and physical experiences for Grand Hyatt, Ziva/Zilara and Andaz. Extracted global guest insights from key markets (US, China, India) to develop intuitive web and mobile apps for booking, check-in, trip planning, on-property experiences and check out.
- Led patient app development for Abbvie, reimagining E2E Rx fulfillment with design principles emphasizing simplicity, curation, and credible content for exceptional patient experiences.

## EDUCATION

- MBA, University of Chicago Booth School of Business, 2011 – 2013 – Strategic Mgmt, Marketing
- B.S. in Public Relations Syracuse University, 2004 - 2007

## SKILLS

- GenAI, AI/ML, quant and qual research, UI/UX design, rapid prototyping, user story development, Agile, product strategy and management, feature prioritization, KPI tracking and analysis