

Winnie Wu

AI Strategy, Product and Design Leader

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📍 San Francisco Bay Area



Strategy, product, and design leader with 12+ years of experience shaping growth strategies for Fortune 500 and high-growth technology companies. Deep functional expertise in strategy from a 7-year McKinsey career, defining strategic priorities, initiatives, reallocating talent and capital, and driving execution to build great products. Expert in AI; across ML, GenAI, and Agentic AI, having both led strategy efforts and developed a GenAI product from zero-to-one at Adobe. Deep hands-on expertise gathering customer insights – quantitative and qualitative - and using those to drive strategic decisions. Executive storyteller, translating complex insights into clear, compelling narratives for C-suite and cross-functional stakeholders. I combine strategy, deep AI expertise, and the ability to translate market dynamics into measurable impact across organizations.

PROFESSIONAL EXPERIENCE

ADOBE

Dec 2024 - Present

Director, Gen AI Product Strategy and Development | GenAI Brand Concierge

Leading the strategy, product design, development, and go-to-market of Adobe's conversational AI platform to transform discovery and commerce for Global B2C enterprises.

- Conducted market intel gathering - field observation, digital diaries, and data driven analysis - to develop customer journeys with their pain points to prioritize areas of focus to address with new GenAI solution.
- Defined product vision and North star, product GenAI specs (PRD), multi-year roadmap; worked with design to create compelling UI/UX paradigm, and Engineering to define best in class GenAI stack to manage cost, latency, performance.
- Developed strategic narratives and business cases to drive executive alignment across product, engineering, design, sales, and marketing across Adobe Experience Manager and Adobe Experience Platform organization.
- Analyzed inorganic M&A options and potential strategic partnerships to accelerate; evaluating strategic and technology fit.
- Led the strategic communication of Brand Concierge at Adobe Summit in March 2025 in front of 10,000 people.

MCKINSEY & COMPANY

Feb 2017 – Aug 2024

Associate Partner, San Francisco | GenAI Strategy, Market Insights & Product

2022-2024

Led Generative AI strategy, product strategy, and market insights work for global tech, consumer, and retail clients.

- Developed Enterprise GenAI strategy, and led product, design, engineering decisions to build Walmart's first GenAI HR solution, which enables more than 1M employees to consult HR policies with high accuracy / low hallucination.
- Spearheaded a multi-year AI strategy and roadmap – ML, GenAI, Agentic - for Pilot Flying Company, unlocking \$60M in EBIT across marketing (GenAI workflows), software development (GenAI for code), and operations (Agentic AI).
- Conducted cost-benefit and ROI analysis for Heineken's multimodal GenAI content platform to inform investment decisions.

Associate Partner, Tokyo, Japan | Digital Business Building

2020-2022

Co-led McKinsey's Digital Business Building Practice in Asia; which helps organizations define Digital Strategy (SaaS, AI), Blueprint digital business, and build products (design, product, engineering) with a team of 20 experts.

- Advised nine early-stage startups in a \$900M venture portfolio, developing competitive strategies and AI/SaaS roadmaps to drive Pan-Asia expansion. For ClipLine – a retail optimization platform – created the global growth strategy, identifying priority markets, defining entry approaches, and designing a scalable go-to-market model to accelerate adoption.
- Designed Thailand's leading entertainment and travel super-app, overseeing market intelligence, product strategy, and agile execution from concept to MVP launch.

Engagement Manager, Chicago | Corporate and Digital Strategy

2017 - 2019

Led strategy engagements anchored on market analysis, customer insights, and digital trends to shape product strategies and inform high-impact decisions for global clients.

- Deployed Emotion AI for Lionsgate Film Studios, leveraging AI-Computer Vision to predict movie trailer emotional reactions, and adjust pre-launch movie strategies, optimizing marketing investments, and improving box office performance.
- Developed a 5-year innovation strategy for Boston Scientific, leveraging market analysis, user insights, and financial modeling to balance short-term wins with long-term growth priorities.

IA COLLABORATIVE

Dec 2015 – Jan 2017

Senior Director, Chicago | Product Strategy, Market Insights & User Experience

Led strategy and insights programs applying quantitative and qualitative research to inform product design and drive customer engagement.

- Redesigned digital and physical experiences for Grand Hyatt, Ziva/Zilara, and Andaz, leveraging global guest insights from the US, China, and India to develop intuitive web and mobile apps spanning booking, check-in, trip planning, and on-property services.
- Led end-to-end strategy and development of a patient app for Abbvie, reimagining prescription fulfillment through user-centered design, simplified workflows, and curated content to improve adherence and satisfaction.

ADVISORY ROLES

THE AI FURNACE

2024 – Present

Advisory Board Member

Advisor to an Applied AI accelerator and venture studio supporting early-stage founders in developing and scaling AI-powered products and companies. Provide guidance on market strategy, product development, and go-to-market approaches, helping teams accelerate commercialization and secure funding.

EDUCATION

UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

2011 – 2013

Master of Business Administration

Strategic Management, Economics and Marketing

SYRACUSE UNIVERSITY

2004 – 2007

Bachelor of Science, Public Relations

SKILLS

Strategy Expertise

- **Corporate Strategy:** Define strategic priorities, set OKRs, design initiatives, and reallocate talent, opex/capex
- **Business Unit Strategy:** Determine target markets, offerings, revenue models, go-to-market plans, cost structures, and required capabilities.
- **Product Strategy:** Map customer journeys, identify pain points, define features (PRDs), establish evaluation criteria, design MVPs and roadmaps, and set KPIs

AI Expertise

- **Machine Learning:** Proficient in end-to-end ML pipelines, including training, inference, regression, classification, and computer vision.
- **Generative AI:** Skilled with tools for code generation, creative composition, and conversational AI, and experienced with full-stack development (unstructured data pipelines, vector databases, orchestrators, evaluation frameworks).
- **Agentic AI:** Proficient in designing AI agents, including router strategies, tool calling, multi-component pipelines, and advanced orchestration.

Data Analytics and Visualization

- **Quantitative & Qualitative Analytics:** Extract insights through quant/qual research, proficient in SQL, Tableau, and Python for data visualization.
- **Market Research & Competitive Analysis:** Skilled in opportunity assessments and scenario planning.
- **Investment Modeling:** Develop forecasts, ROI analyses, and prioritization frameworks to guide strategic decisions.

People, Teams, Executive Communications

- **Executive Communications:** Skilled in storytelling and crafting clear, compelling narratives for C-level audiences.
- **Cross-Functional Leadership:** Experience leading teams across product, engineering, design, sales, and marketing.
- **Translation & Alignment:** Bridge customer insights and market trends to inform technical teams and elevate operational issues to executive stakeholders.