

Mingmin Yeh

(510) 766-3068 | Mingmin.Yeh@gmail.com | [linkedin.com/in/mingminyeh](https://www.linkedin.com/in/mingminyeh) | Bay Area, CA

Product leader passionate about building consumer products that change lives at scale. With 10 years of experience across telehealth, global e-commerce, and food delivery. Shipped at TikTok, Delivery Hero, and Alibaba. Deep experience in HIPAA-compliant workflows, AI-powered tools, and platform products that drive retention, conversion, and revenue.

WORK EXPERIENCE

FuturHealth – Senior Product Manager

Sep 2024 – May 2026

FuturHealth is a consumer telehealth platform that combines clinician care, personalized nutrition, and lifestyle support. I lead medical products and internal tooling.

- Built a patient intake and scheduling app that increased appointment completion by 12%, supporting smoother provider caseload management
- Drove A/B experimentation across patient communication journeys, lifting refill rate by 2%, driving \$200K in incremental monthly retention revenue and longer treatment adherence
- Launched an AI-powered assisted-selling app that drove lead conversion, contributing \$100K/month in new revenue
- Redesigned HIPAA-compliant customer support workflows and tooling, reducing response time by 10%
- Re-architected clinician vs. support-agent outreach flows to enhance routing efficiency, lowering platform costs by 15%
- Defined and launched payer-aligned bundle payment products that generated \$500K in 3 months and improved provider payout transparency

Sabbatical

Dec 2022 – Aug 2024

Relocated to the Bay Area and upskilled in AI product development.

TikTok (ByteDance) – Lead Product Manager

Jul 2021 – Nov 2022

Led TikTok's e-commerce operational platform, serving 10,000+ users globally, overseeing platform architecture, identity, communications, and content management (CMS).

- Championed identity and access management product strategy, translating complex cloud infrastructure concepts for executive stakeholders to support international expansion
- Designed and implemented a hybrid Role-Based Access Control (RBAC) and Attribute-Based Access Control (ABAC) model for complex platform use cases, improving user satisfaction by 30%
- Ensured GDPR compliance through close partnership with legal and compliance teams, strengthening data security and reducing commercial data leakage by 86%
- Built a centralized communications platform spanning 6 downstream systems with in-app/email/push delivery and audience targeting, increasing CTR by 2% across 5 million daily users
- Managed and mentored four junior PMs, fostering a culture of continuous development, strong ownership, and product excellence

Delivery Hero – Senior Product Manager

Aug 2019 – Jun 2021

Delivery Hero is a global delivery platform operating in 40+ countries. I owned platform and centralized targeting products for web and mobile.

- Conducted user research to map the customer journey across web and mobile apps, reducing campaign configuration time by 85% and enabling teams to launch campaigns 5 times faster, contributing to \$220M in revenue across 19 countries
- Led A/B testing initiatives across 13 countries and delivered localized solutions, increasing CTR by 3% and generating \$500K in 2 months
- Built centralized customer and location targeting data services consumed by downstream microservices, partnering with engineering on the underlying database architecture, SDK interfaces, and component libraries
- Developed an annual, high-impact product roadmap aligned with company-wide business objectives

Alibaba Group (Lazada) – Product Manager

Aug 2016 – Jul 2019

Led marketing and search products for Alibaba's Southeast Asia e-commerce platform (150M MAU).

- Initiated and led a machine learning (AI/ML) product to detect fraudulent behaviors, resulting in a 100% increase in SEA impressions within 10 months
- Managed a team of 20 customer service agents and spearheaded collaboration with the data science team to create and deploy machine learning algorithms, resulting in a 30% accuracy enhancement within 2 months
- Introduced high-performing product features, including Flash Sale, Cross-selling, and Brand campaigns, contributing to 4% of GMV

EDUCATION

MBA – Nanyang Technological University (Singapore) & George Washington University (United States)

B.S., Industrial Engineering and Management – Yuan Ze University (Taiwan)

SKILLS

Healthcare & Compliance: HIPAA, GDPR, Telehealth, Clinical Workflows

Product Management: Product Roadmap, AI Product Strategy, Product Lifecycle, Data-Driven Strategy, GTM, Agile

Experimentation & Data: A/B Testing, SQL, UAT, Prototyping, PostHog, Looker

Technical & Tools: IAM, SSO, RBAC/ABAC, Lovable, Replit, Bolt, Vercel