

Wei Zhang

Senior Product Manager

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Summary

Technical Product Manager with 7+ years shipping customer-facing eCommerce, marketplace, and payments products at scale (DAU in the millions). Deep Customer Obsession mindset paired with hands-on Dive Deep analytics — pulls own SQL, designs own experiments, writes own PR/FAQ. Shipped 3 zero-to-one products and led a re-platforming that unlocked \$18M incremental annual revenue. Targeting Amazon PM-T (L6) roles in Retail, Devices, or Advertising.

Experience

Senior Product Manager, Marketplace Jun 2022 - Present
eBay San Jose, CA

Own the seller pricing and promotions surface used by 1.4M active sellers and 130M buyers.

- Shipped a dynamic price-recommendation engine that lifted GMV by \$78M annually (+4.1%) and cut seller churn 9% in the first year
- Wrote 6 PR/FAQs adopted into the 2024 roadmap; two became CEO-reviewed OPI initiatives
- Ran 140+ A/B experiments with Data Science partners — documented learnings cut subsequent test cycle time by 31%
- Coached 3 APMs and 1 PM through their first launches; two promoted to PM II within 12 months

Product Manager, Payments Aug 2018 - May 2022
Shopify Ottawa, ON

Owned checkout and wallet integrations for Shop Pay across 2M+ merchants.

- Launched Shop Pay in the EU market, hitting 900K opt-ins in 90 days and reducing cart abandonment by 17%
- Partnered with Legal and Compliance through PSD2/SCA rollout; zero production incidents in the first 120 days
- Built the first unified experimentation dashboard for Payments; adopted by 6 peer teams across the org
- Negotiated 3 PSP contracts that dropped per-transaction cost by 22 bps at steady-state

Skills

Product Strategy
Customer Discovery
Working Backwards & PR/FAQ
SQL & Analytics (Tableau, Quicksight)
A/B Testing & Experimentation
Roadmapping & OPI/OP2 Planning
Stakeholder Management
Wireframing (Figma)
Amazon Leadership Principles

Languages

English	Native
Mandarin	Professional

Strengths

Customer Obsession

Ran 28 customer interviews in 6 weeks before writing the PR/FAQ that became the team 2024 OPI headline initiative.

Invent and Simplify

Killed two features and consolidated a four-API surface into one — cut partner onboarding from 9 weeks to 12 days.