# Mohammad Cheung

*Senior Product Leader*

mohammad.cheung@email.com | +44 7700 123 456 | https://linkedin.com/in/mohammad-cheung

*Layout style: single-column*

## Summary

Strategic senior product leader with 18 years of end‑to‑end product management experience across fast‑moving consumer goods (FMCG) and consumer‑technology categories. Proven ability to drive revenue growth, improve margins, and launch high‑impact product portfolios through data‑driven road‑mapping, cross‑functional collaboration, and rigorous financial stewardship. Adept at presenting complex strategies to C‑suite audiences, negotiating with global vendors, and building scalable training programs that empower field sales forces. Holds an MBA (Marketing) and multiple industry‑recognised certifications.

## Experience

### Senior Product Manager – Consumer Electronics (Smart Home) at Innovate Brands Ltd

01 Jan 2020 – Present

* Own a portfolio of four Smart‑Home product categories with annual revenue of £120 M, driving a 22 % YoY growth through roadmap prioritisation and pricing optimisation.
* Lead a cross‑functional team of 12 (R&D, Marketing, Sales, Procurement, Finance) to deliver 12 new product launches within three years, generating £15 M in incremental revenue and shortening time‑to‑market by 30 %.
* Developed and executed a category‑wide pricing strategy that improved gross margin from 38 % to 45 % while maintaining competitive positioning.
* Partnered with Procurement to renegotiate supplier contracts, securing $4 M in annual cost reductions and establishing strategic vendor‑collaboration programmes.
* Designed and rolled out a global product‑knowledge training suite for 250+ field sellers and channel partners; post‑implementation surveys showed a 96 % satisfaction rate and a 15 % increase in win‑rate for new product pitches.
* Conducted quarterly financial performance reviews; identified a £2 M variance and implemented corrective actions that restored target margins within two months.
* Presented quarterly business reviews to senior executives and board members, translating complex data into clear strategic recommendations.
* Spearheaded the “SmartSecure” line, achieving £8 M in first‑year sales and receiving the company’s “Product Innovator of the Year” award (2022).

### Category Director – Snacks & Convenience at XYZ Global Foods

01 Jul 2016 – 01 Dec 2019

* Managed a £200 M snack portfolio across three sub‑categories, supervising 15 direct reports (product managers, analysts, marketing leads).
* Launched a new premium health‑snack range that captured 12 % market share within 18 months, contributing £22 M in revenue and winning the “Top Performer – Category Growth” award (2019).
* Implemented a demand‑planning framework using statistical forecasting and machine learning, improving forecast accuracy from 84 % to 95 %.
* Negotiated multi‑year supply agreements, delivering $3.5 M in cost savings while securing priority allocation for high‑growth SKU's.
* Coordinated with Marketing to develop omni‑channel campaigns (in‑store, digital, trade‑show), driving a 15 % lift in promotional lift during key periods.
* Established a sales‑training curriculum for 300+ field representatives, reducing onboarding time by 40 %.
* Orchestrated a category‑wide reformulation program that reduced product sugar content by 20 % without compromising taste, resulting in enhanced brand perception and increased retailer shelf space.

### Senior Product Manager – Personal Care at ABC Consumer Goods

01 Apr 2013 – 01 Jun 2016

* Led end‑to‑end development of 8 personal‑care products, achieving £18 M in combined sales.
* Streamlined product launch workflow, cutting cycle time by 28 %.
* Conducted cost‑to‑serve analysis, identifying $1.2 M in annual savings.
* Rapid progression from Analyst → Product Manager (within 2 ½ years) → Senior Product Manager (after 4 years).
* Oversaw 4‑person product team (Product Manager, Analyst, Marketing Coordinator) and coordinated with R&D, Sales, and Supply Chain.

### Product Manager – Beauty & Grooming at ABC Consumer Goods

01 Jan 2009 – 01 Mar 2013

* Managed product portfolio worth £45 M, introducing 5 new SKUs that grew market share by 10 %.
* Built market‑entry business cases for emerging APAC markets, securing board approval for $8 M investment.

### Product Analyst (Junior) at ABC Consumer Goods

01 Jul 2006 – 01 Dec 2008

* Performed competitive benchmarking and pricing analysis, supporting senior managers in strategic decision‑making.
* Developed Excel‑based financial models used for quarterly pricing reviews.

### Professional Sabbatical at Professional Sabbatical

01 Sep 2019 – 01 Dec 2019

* Professional Sabbatical (3 months) – Focused on completing PMP certification, attending industry conferences (PMI Global Summit, CPG Asia), and volunteering as a mentor for start‑up founders at TechBridge London.

## Education & Training

### MBA, Marketing

London Business School

01 Jan 2010 – 01 Dec 2012

### BBA, Business Administration

University of Hong Kong

01 Jan 2001 – 01 Dec 2005

## Skills

Product Management

## Languages

### English | – Present

Fluent

### Mandarin | – Present

Native speaker

### Cantonese | – Present

Fluent

## Certifications & Credentials

### Project Management Professional (PMP) | 2020-01-01

Project Management Institute

### Certified Scrum Product Owner (CSPO) | 2018-01-01

Scrum Alliance

### Six Sigma Green Belt | 2016-01-01

International Association for Six Sigma Certification

## Awards

### Product Innovator of the Year | 2022-01-01

Innovate Brands Ltd

Spearheaded the “SmartSecure” line, achieving £8 M in first‑year sales and receiving the company’s “Product Innovator of the Year” award (2022).

### Top Performer – Category Growth | 2019-01-01

XYZ Global Foods

Launched a new premium health‑snack range that captured 12 % market share within 18 months, contributing £22 M in revenue and winning the “Top Performer – Category Growth” award (2019).

## Projects

### Notable Accomplishments | – Present

* Delivered 22 % YoY revenue increase for Smart‑Home portfolio (£120 M) through strategic roadmap execution.
* Raised gross margin from 38 % to 45 % via pricing and cost‑optimization initiatives.
* Negotiated supplier contracts saving $4 M annually across two roles.
* Cut product‑to‑market cycle time by 30 % , enabling faster capture of market opportunities.
* Implemented advanced demand‑planning system achieving 95 % forecast accuracy.
* Developed training program adopted by >250 field sellers, boosting win‑rate by 15 %.

## Interests

### Personal Interests | – Present

* Hiking
* Chess
* IoT gadget prototyping
* Culinary arts

## References

### References | – Present