

TERESA J. FENG

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Teresa is a technical expert and customer advocate specializing in designing solutions and workflows, client implementation and success, and building products from 0 to 1. She owned a portfolio of B2B clients, managing \$68.6M in pipeline, architected SaaS solutions, and designed POCs with cloud apps (Snowflake, GCP, AWS, Azure) for data management. In her management role, she presented and pitched technical solutions to C-level leadership, led a team of 6, served as an escalation point and a bridge between Sales and Engineering. She is a strong leader in identifying technical scope, training and onboarding, and managing cross-functional partnerships to ensure client success and revenue growth. Recently, she pivoted to Product and built a forecasting and diagnostics platform synthesizing large client and benchmark datasets. Outside of work, she volunteers with the San Diego Humane Society, and competes and coaches ultimate frisbee.

EXPERIENCE:

Umbrage, Part of Bain & Company

Remote in CA

Product Manager - Data

January 2026 - Present (Contractor)

- Managed product launch for a diagnostic and forecasting tool to accelerate client case delivery and insights by reducing manual processes and calculations: the tool saved 10% in time with calculation models, versioning to test different scenarios, and logging audit tracking.
- Established product vision through discovery and scoping, prioritized MVP features, defined stakeholder requirements into a structured roadmap that kept Engineering and Design aligned through each sprint
- Identified must have features for MVP and post MVP, released set features and complemented release with Claude Skills and MCP to reduce time to value
- Translated and migrated complex legacy business logic from Excel formulas and SQL queries into Python and Polars calculation models for faster calculations and complex computing
- Responded to Utility Provider's RFP for building an inhouse data lake with Palantir Foundry to create dashboards/reports and alerts for performance KPIs: optimizing staffing decisions and uptime

LiveRamp

San Francisco, CA

Director of Solution Engineering

April 2020 - April 2025

- Managed various verticals and industries including Agencies, CPGs, Data Providers, Entertainment, Hospitality and Retail industries; supporting both Enterprise and Strategic clients
- Team achieved the following targets: 124% in FY2022, 97% in FY2023, and 117% in FY2024
- Led a team of 6 Solutions Engineer responsible for upsells and identifying technical scope and workflow
- Designed and implemented workflows for offline identity and data hygiene, data governance, audience insights and enrichment, measurement reports and insights for CAPIs, conversions, attributions, cloud storage and native cloud apps, business intelligence reporting, cross channel measurement
- Launched Retail Media Networks and Audience Analytics monetization use cases with clients' 1p data
- Navigated reorg and built new Solution Engineering team: implemented new processes, defined roles and responsibilities, built our onboarding and training curriculum, and led training sessions
- Experienced with B2B and SaaS sales cycles, secured new business and prospects responding to RFIs/RFPs, launched and implemented POCs

Solution Consulting Manager

October 2019 - March 2020

- Team achieved 160% of revenue targets with renewals and upsells for existing clients
- Resolved technical issues for Customer Success team for clients' technical health and success

Team Lead, Product Operations

October 2018 - September 2019

- Managed a team that supported and managed top tier 1 accounts (~\$4M in annual booked revenue)
- Owned resolution and project management of account escalations and investigations on my team

Product Operations - Brands Vertical

April 2017 - September 2018

- Onboarded new clients and implemented LiveRamp workflows and products for data onboarding
- Worked closely with clients, Product and Engineering to troubleshoot bugs and resolve issues

Pandora Media

Oakland, CA

Senior Account Manager

May 2014 - April 2017

- Product Subject Matter Expert that reduced tickets by 20% by resolving issues and bugs for my team

- Partnered with Business Process team to analyze campaign operations; implemented processes to automate emails and tickets for faster responses times and campaign launches
- Managed 90+ ad campaigns; optimized campaigns and drove incremental spend for renewals

Motive

Publisher - Account Management and Growth

San Diego, CA

April 2011- May 2014

- Increased sales accounts to over \$200,000 gross revenue monthly; and hit quarterly quotas
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SKILLS:**Technical skills:**

- Cloud (GCP, AWS, Azure, Snowflake), Data Platforms (Databricks, Palantir Foundry) Google BigQuery, CRM, CDP platforms (Segment, ActionIQ, Adobe, Salesforce, Tealium), LiveRamp, Habu
- AI LLM and AI agents (Claude, ChatGPT, Gemini, Zapier)
- Command Line/Bash Linux, basic SQL, REST APIs

Communication skills:

- Speaker at marketing conference (RampUp 2025), gave a live demo our clean room products
- Presented and pitched LiveRamp solutions to customer's senior leadership at client meetings and QBRs
- Led trainings, onboarding, and workshops for teams (30+ people) on systems and products

Volunteer:

- San Diego State University Women's Ultimate Coach (2021 - Present)
 - San Diego Humane Society (2025 - Present)
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EDUCATION:

University of California, Davis B. A., Psychology & Minors: Managerial Economics & Communications