

Sydney Wen
1566 W 204th Street, Torrance, CA 90501
562-607-8769 sydneywen@gmail.com

Summary

Consumer Electronics senior product development manager with proven international sourcing, business operations, product marketing and OEM/ODM experience via 15+ years of P&L responsibility over multiple global product categories. Full product lifecycle management, cost down negotiations, NPI rollout plans, oversea strategic vendor partnership/contract negotiations, and end-of-life inventory reduction plan. Analytical problem-solver with demonstrated achievements in exceeding product margins and deliver cross-functional operation savings. Patented inventor of AV360 cable pulling cap with the US patent office patent number 8,413,961.

Specialties

Product Development. International Vendor Sourcing, Private Label Partnership Strategy, NPI Management, Operations & Logistics Management. Manufacture Cost Down & Process Improvement.

Experience

Chemical Guys Senior Product Development Manager 2022 – Current
Automotive NPI hardware development with Asia & US Manufacturers. Create hardware & accessory roadmap to complement extensive line of cleaning/maintenance chemicals. Collaborate with AutoZone/Walmart/Costco teams for quick turn retail holiday projects. Work with social media marketing team on TikTok/YouTube/IG product training, NPI launch activities and online customer feedbacks. Continuous internal process improvements to identify cost down opportunities, sell thru aged inventory, sku rationalization and streamline NPI procedures.

Infinite Peripherals Senior Product Manager 2015 – April 2022
Responsible for ODM/OEM mobile payment, scanning and printing hardware development with Asia factories. Work with bilateral ID/ME/EE engineering teams to deliver product launches on time on budget with full QA & regulatory certifications. Extensive NPI launches across internal/external US partners & Asia factories for quick turn development projects. Launched complete line of Infinia X pistol grips, multi-station chargers and mobile scanning cases for healthcare management and retail payment devices. Handle high profile private label product launches with Mayo Clinic, United Airlines, Apple Retail, Tmobile, Verizon and Pepsi over multiple years. Negotiated multilevel supplier contracts to meet cost down objectives.

Belkin Senior Global Product Development Manager- Enterprise 2011 – 2015
Responsible for the Global Enterprise B2B cable category with P&L responsibility for 7k+ connectivity skus at over \$100M in annual sales. Create, develop and execute B2B product roadmap, regional NPI launch plans and global cost down strategy that delivered 12% in raw material savings. Well established high profile position that requires daily interaction with top management, work with finance controllers, manage oversea vendors, internal/external ID/EE/ME teams, closely work with purchasing/operation/QA teams in US & Hong Kong. A very hands-on, end user focused professional with proven experience in working with Apple, HP, Google and US Armed Forces.

Monster Cable Product Area Manager 2010 – 2011
Product Manger of Monster HDMI cable division with P&L responsibility for 5k+ global commercial and retail skus. Manage global HDMI \$180M annual sales roadmap development, execute pricing strategies

and develop product sales training and marketing campaigns. Extensive Asia collaboration with vendors to increase efficiency by identify/eliminate overlapping areas in manufacturing/QA/regulatory procedures that resulted in 18% lead time reduction. Also successfully cost down 3.5mm coax audio cable in all 1k+ Beats by Dre headphone skus. Successfully launched Monster Mobility accessories with HP and Samsung on their enterprise private label made by Monster series.

Belkin Global Product Manager, Retail Division 2007- 2010
Global product manager for retail connectivity categories in computer cabling, Home/Office AV, USB hubs and Apple iPhone & iPad accessories. Extensive product development for mass volume & high moving retail skus to support \$300M+ per year mobility segment sales. Work closely with multiple vendor supply strategy to maintain revolving 6k+ retail skus for iPhone/iPad/Apple TV, etc. Also responsible for Belkin Commercial Structured Cabling Division on product roadmap development, product pricing/marketing/training to regional distribution partners like CDW, Ingram Micro, Tech Data, etc. Created & patented the Belkin AV360 line of specialized AV extension application.

Cables to Go International Sourcing Manager 2005- 2007
Responsible for commercial AV cable sourcing, new vendor identification & relationship development, fine tune international logistic efficiencies, on-going factory production process improvement, manage annual copper hedge buy strategy and regulatory compliance. Extensive China travels to plan, negotiate and setup CTG's China cable factory to enable high volume mass production of 12k+ CTG cable skus for faster turn & lower cost. Extensive development work on CTG's Rapid Run cable series between China/Taiwan/Japan/US development, QA/testing and regulatory teams.

Laptop Lane Atlanta Regional Manager 2001- 2003
Operated & managed 3 online airport cafes at Atlanta Hartsfield International airport with 40 direct report employees and 2 assistant managers. Introduced first generation laptop USB hubs, mice/keyboard and accessory skus at the store level. Also created online scheduling/reservation process that resulted in highest average return rates of all 33 stores. Achieved 2002 Atlanta Airport retail store of the year award out of 300+ operations.

Carmax Senior Buyer 1997- 2001
Plan, review and execute weekly inventory stock plan for regional Carmax superstores. Extensive travels to dealer auctions, wholesale vehicle sourcing and grand opened 12 new Carmax superstores in Atlanta, Charlotte & Greater Chicago markets. Developed Carmax in-house car appraisal training program for new hires. Led wholesale pricing reviews, vendor negotiations, retail trade-in training and operate in-store wholesale auction to liquidate 200+ trade in cars per week.

Enterprise Rent A Car Account Manager 1996- 1997
Remarketed off-rental vehicles to regional dealer auctions. Closely monitor rent to auction inventory levels and negotiated full range inventory sale to franchise dealers and auction houses. Worked with preferred area dealers to secure auction fee discounts that saved over \$1.5M/year. Maintained average days in sales at under 30 days while keeping average sold margin to over 20% per unit.

Education and Languages

MBA in International Management from Kennesaw State University, GA 2005 Suma Cum Laude
BA in Journalism from Western Kentucky University, KY 1996 Suma Cum Laude
Bilingual in reading/writing/speaking Mandarin Chinese

Hobby & Interests

Marathon runner, Century Biker, Mt Kilimanjaro climber, F1 & MotoGP enthusiast