

Contact

www.linkedin.com/in/edward-jou-product-manager-london-uk
(LinkedIn)

Top Skills

Channel Relationship Management
Digital Transformation
MVP

Languages

English (Professional Working)
Chinese (Native or Bilingual)

Edward Jou

Product Manager | International Technology Management |
Committed to Creative and Sustainable Product Development
London, England, United Kingdom

Summary

I'm a product manager who's endlessly curious about how things—and people—work. With a background in psychology and international business, I've co-founded an eCommerce startup, led cross-border B2B growth in security tech, and delivered 30% faster product launches and 80%+ onboarding adoption across regulated GTM rollouts.

I gravitated toward product because it's where behavior, tech, and strategy meet. Whether leading digital transformation, building scalable internal tooling, or aligning compliance with user experience, I focus on creating systems that keep evolving—delivering long-term impact, not just MVP wins.

My career has spanned fintech, compliance-led B2B product platforms, and enterprise enablement platforms. I draw on behavioral insight to shape discovery, use agile frameworks to guide delivery, and apply data to inform sustainable decisions. As a product operator and founder, I know how to move fast without losing the human thread.

Let's connect if you're into building thoughtful products, sharing real-world PM wins (and lessons), or want to geek out over behavioral design and product strategy.

Portfolio & Projects: jouedward.wixsite.com/edward-jou

Experience

Tenda UK
Country Manager
September 2025 - Present (3 months)
London Area, United Kingdom

Hikvision UK & Ireland
Product Partnership Manager
December 2020 - September 2025 (4 years 10 months)
London, England, United Kingdom

King's College London
Product Manager
January 2024 - August 2024 (8 months)
London Area, United Kingdom

Worked in Sky Glass product team on accessibility initiative <https://shorturl.at/6q6OS>.

Leading market research, product strategy planning, ideation, and user testing. Participated in feature presentations, and stakeholder communication. Final feature proposal: accessibility wizard, more details in the following link: <https://jouedward.wixsite.com/edward-jou/copy-of-filmslate-iii-go-to-market>

- Market research and strategic analysis for product feature positioning.
- Leading user research, persona building and user problem interrogation.
- MVP building and usability testing. Iteration on mid-fidelity prototype.
- Road mapping, and external stakeholder communication with feature presentation.

Topunion Globaltek Inc.
Product Analyst
August 2018 - August 2019 (1 year 1 month)
Hsinchu County/City, Taiwan

- Managed stakeholder communication from user review gathering, supply chain communication, to product launch.
- Coordinated an 8-month, end-to-end hardware medical grade product development sold through 3 international markets.
- Led clinical testing engagement with external medical professionals and align product iteration with R&D team.
- Led market analysis reports with product strategy team presenting regularly to the management team.
- Organised product marketing at high-visibility event at Taipei International Medical Expo.

Ministry of Science and Technology
Researcher
July 2018 - April 2019 (10 months)

Taipei City, Taiwan

Conducting Industrial/ Organisational Psychology study on employees' work behaviour. Designed and monitored the process, completion and reliability of the multiple-staged, paper-form questionnaire on over 350 employees in different companies. Interpreted and analysed the quantitative results, and composed the final report submitted to the Ministry of Science and Technology.

- Led a national backed I/O Psychology research programme examining altruistic behaviours in the workplace across finance, medical and manufacturing industry.
- Designed and managed a multi-phase experiment: paper based survey with 350+ participants and < 5% drop out rate.
- Conducted advance quantitative analysis and data visualisation reporting to Ministry department and partner companies.

Akachi

Co-founder/ Product Operation Manager

August 2016 - January 2017 (6 months)

Taipei City, Taiwan

Co-founded a crafting e-commerce social platform providing targeted audiences with sources of materials and a platform to generate and communicate ideas. Monitored the team morale, day-to-day progress and utilisation of team resources. Liaised with potential business partners to collaborate and maximise organisational efficiency.

- Founded and co-led an e-commerce platform for DIY & handcraft communities and material suppliers.
- Oversaw product operations and product strategies that penetrated through 5 main art and architecture student markets.
- Designed and launched MVP, achieving 500+ active users with a 23% purchase retention rate.
- Developed relationships with 4 key suppliers, reducing opportunity loss by 60%.
- Conducted UX A/B testing and implemented logistics, payments, and platform features.

Education

King's College London

Product management · (January 2024 - August 2024)

King's College London

Master of Science - MS, International management · (2019 - 2020)

National Chengchi University

Bachelor's degree, Psychology · (2015 - 2019)

National Chengchi University

Bachelor's degree, International Business/Trade/Commerce · (2015 - 2019)