



JENNY KAN

SENIOR PRODUCT, INNOVATION & AI STRATEGIST

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ABOUT ME

- AI Product Strategy and Innovation Leader with 15+ years of experience driving digital transformation, product innovation, and customer experience initiatives across EMEA, North America and APAC.
- Led strategic innovation engagements, product strategy, and design-led transformation projects for Fortune 500 companies and global brands including BMW, Nike, ASML, European Commission and Airbnb, delivering sustainable competitive advantage.
- Passionate about translating emerging technologies, GenAI, and customer insights into scalable products that drive growth.

SKILLS

- AI Product Strategy
- Innovation Leadership
- Design Thinking
- Digital Transformation
- Product Innovation
- GenAI
- Workflow Automation
- Customer Experience (CX)
- Workshop Facilitation
- Technical Collaboration
- Product Vision & Prototyping
- Roadmapping
- Creative Design
- People Leadership
- Consumer & UX Research

LANGUAGES

- Dutch (Native)
- English (Fluent)
- Cantonese (Fluent)
- Mandarin (Basic)

EDUCATION

University of Amsterdam – Amsterdam Business School
Executive Masters in Digital Strategy (MBA)

Saïd Business School, Oxford University:

- Strategic Innovation Programme
- Executive Strategy Programme

AI Product Leadership, Product School:

- Advanced Agentic AI
- AI Evaluations
- AI Product Management

WORK EXPERIENCE

INNOVATION & PRODUCT STRATEGY LEAD

SERVICE NOW

DEC. 2021 – PRESENT | NL

- AI Lead:** Drove AI-powered co-innovation engagements for enterprise clients across EMEA, managing complex, multi-regional programs from brief to execution across product, technology, operations, and C-suite stakeholders.
- Innovation Strategy:** Led 8-week co-innovation engagements for Fortune 500 and strategic enterprise clients, contributing to €800K+ in upsell impact and supporting large-scale digital transformation initiatives.
- Client Leadership:** Managed strategic engagements for clients including Telenor, BMW, Currys UK, European Commission, Aviva, DHL, and ASML, acting as the primary liaison across customer, account, and delivery teams.
- Project & Stakeholder Management:** Planned and orchestrated end-to-end innovation programmes, aligning milestones, stakeholders, workshops, and executive presentations across cross-functional teams of 10–12 members.
- Design Thinking & Product Strategy:** Applied design thinking methodologies to identify customer pain points, redesign workflows, and GenAI-enabled solutions.
- Prototype Development:** Co-created future-state prototypes and strategic narratives with architects and developers to demonstrate transformed workflows, automation opportunities, and enhanced user experiences.
- Digital Transformation:** Helped enterprise clients modernise legacy processes, automate manual workflows, and streamline complex operations through workflow redesign and intelligent automation strategies.
- Business Impact:** Supported a successful European Commission RFP win and contributed to ASML's adoption of a redesigned intake process.
- Awards & Recognition:** Received the 2023 Workflow Design Studio Most Innovative Customer Experience Award and was selected for ServiceNow's 2024 High Potential Program (top 2% of employees globally).

INNOVATION & STRATEGY LEAD (CONTRACT)

NIKE

MAR. 2021 – NOV. 2021

- Product Strategy:** Drove concept-to-MVP development for Nike's Electronic Shelf Label (ESL) initiative, exploring dynamic pricing and technology-enabled customer experiences.
- Workshop Facilitation:** Facilitated co-creation workshops with 2 internal teams and stakeholders to define requirements and shape innovation concepts.
- Design Thinking:** Applied design thinking and Design Sprint methodologies to identify market opportunities and validate retail innovation concepts.
- Cross-Functional Collaboration:** Partnered with retail, product, technology, and external partners to deliver and test pilot solutions in Nike Outlet stores.
- Business Impact:** Delivered a successful ESL proof of concept that improved operational efficiency, reduced manual relabelling and paper waste, and supported rollout across Nike Outlet stores.

TOOLS/TECH

AI & Automation

- Lovable
- Agentic AI Flows
- ChatGPT, Claude, Gemini
- AI Evaluations
- AI Product Strategy

Product & Innovation:

- Miro, Figma, Notion
- Adobe Illustrator, Photoshop

Collaboration:

- Microsoft Office
- Google Suite

Agile & Delivery:

- Agile Methodologies
- Design Sprints
- Lean Prototyping
- Kanban

INDUSTRIES

- Tech
- FMCG
- Travel
- Manufacturing
- Retail
- Start Ups

REGIONAL EXPERTISE

- EU
- USA
- APAC

COMMUNITY LEADERSHIP

Founding President:

Founding President of the Amstelveen Toastmasters club (2024 - present)

Co-Founder ProductPulse

Global Product Innovation Community across Amsterdam - Shanghai

WORK EXPERIENCE

STRATEGIC ART & PRODUCT DESIGN DIRECTOR (CONTRACT)

ASSISTIVEWARE

AUG. 2019 - FEB. 2020 | NL

- **Strategic Alignment:** Translated corporate strategy into measurable OKRs across product, marketing, and communications teams.
- **Brand Leadership:** Strengthened product brand consistency across key customer touchpoints and digital channels.
- **Creative Direction:** Led and mentored a team of four designers, driving alignment between brand, product, and communication initiatives.
- **Cross-Functional Collaboration:** Partnered with product and marketing stakeholders to deliver cohesive brand and customer experience strategies.

LEAD PRODUCT STRATEGIST

LIFTOV

APR. 2017 - JAN. 2019 | NL

- **Product Strategy:** Led the strategic repositioning and relaunch of SafeDrivePod, a usage-based insurance product, to increase adoption and engagement.
- **User Research & Insights:** Conducted user research and behavioural analysis that identified core perception and positioning challenges impacting engagement.
- **Brand & Product Repositioning:** Reframed the product from surveillance-focused to lifestyle-oriented, creating a new brand narrative and gamified user experience.
- **Experience Design:** Redesigned the onboarding journey, mapped user flows, developed personas, and applied behavioural design principles to improve adoption and engagement.
- **Product Innovation:** Introduced gamification features including achievement tracking, safety scoring, and community-building mechanisms to enhance user motivation.
- **Business Impact:** Successfully launched the second product release across Europe, securing adoption by clients including Canon, Heineken, Vodafone, DSM, Arval, and Volkswagen PON, while earning multiple innovation awards.

DIGITAL ART DIRECTOR

TERRALEMON

OCT. 2014 - OCT. 2016 | NL

- **Design & Product Strategy:** Translated client briefs into digital and communication assets for medical industry, banking and media companies.

INTERIM CREATIVE DIRECTOR

OGILVY

AUG. 2013 - SEPT. 2014 | HONG KONG

- **Creative Direction:** Led digital and brand activation campaigns across APAC for global brands including Pizza Hut, La Prairie, Airbnb, and Cathay Pacific.

PRODUCT STRATEGY & DESIGN CONSULTANT

INDEPENDENT FREELANCER

AUG. 2011 - AUG 2013 | NL

- **Product Design:** Delivered 5+ freelance product strategy and design projects.

SIDE PROJECTS

Your Gourmet Butler | Shanghai (Mar 2026)

- **Product Innovation:** Identified market opportunities within China's premium food delivery ecosystem through market and UX research.
- **AI-Assisted Prototyping:** Developed and validated a testable product prototype using AI-assisted vibe coding tools (Lovable).
- **Live demo:** Your Gourmet Butler

DriveStyle Telematics Product Strategy | Amsterdam (Jan 2026)

- **AI Product Strategy:** Led market research, product vision, and strategy for a consumer telematics insurance platform across EU, US, and APAC markets.
- **Prototype Development:** Built a testable AI-assisted prototype using vibe coding tools (Lovable).