Bruce Hsu 徐啟源

Product manager, building and exploring with AI.

Senior Product & Project Manager · Taipei

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Senior product and project manager with 7 years of experience building B2C and B2B2C products. At 17LIVE I build internal AI agent tools and own live-streaming monetization for Taiwan and Japan. I work from data (SQL, Superset, Looker Studio) and set up processes that help teams ship predictably.

Selected results

- Built PRD Agent, an internal AI assistant that reads Jira, Confluence and the codebase to help PMs draft PRDs and estimate scope (in progress, since 2026).
- Personalized streamer gifting: virtual gifting conversion +8% in Taiwan, +20% in Japan.
- Gamified event features with global marketing: event revenue +15–30%.
- Category page revamp on a B2C e-commerce app: page views +20%, add-to-cart rate +10%.
- Took a B2B2C CRM product from 0 to 1, from discovery to launch, leading a team of 6.

Experience

17LIVE 藝啟股份有限公司

2024.12 – Present

Senior Product Manager → Project Manager, AI Foundation Team

Project Manager · AI Foundation Team 2026.07 – Present

- Serve as project and product manager for the AI Foundation Team, planning internal AI agent tools that improve productivity and efficiency across the company.
- Planned and rolled out PRD Agent, an internal AI assistant that combines context from Jira, Confluence, and the codebase to help PMs draft PRDs and run technical research before development starts.
- Connected the agent to the company's internal data sources so it can give early T-shirt size estimates across engineering domains, helping PMs, EMs, and QA align on scope, priority, and delivery risk sooner.
- Clarify requirements from the Japan region and lead the resulting projects, including third-party payment integration.

Senior Product Manager · Wave 2024.12 – Present

- Own the product roadmap for Wave, a voice-only live streaming and social app with millions of users across iOS and Android, working with global Operations and BD teams to ship monetization features.
- Led development of a personalized streamer-gifting tool that increased virtual gifting conversion by 8% in Taiwan and 20% in Japan.
- Run gamified event features together with global marketing teams, growing event revenue by 15–30%.
- Work with the Data team to build product dashboards in Superset and Looker Studio that track core metrics and guide product decisions.
- Set up the team's Agile/Scrum process from scratch, defining sprint cadences and communication SOPs so delivery became more predictable.

Kuobrothers 創業家兄弟股份有限公司

2023.06 – 2024.07

Product Manager

Product Manager · 生活市集 2023.06 – 2024.07

- Managed the full product lifecycle for 生活市集, a B2C e-commerce platform, primarily on its iOS and Android apps and also on web.
- Used SQL to analyze consumer and transaction data, turning the findings into tested hypotheses that shaped the product roadmap.
- Led the category page revamp, writing the PRDs and data schemas; the redesign raised category page views by 20% and add-to-cart rate by 10%.
- Ran the team's Agile/Scrum process: sprint planning, risk management, and keeping engineering, design, and business stakeholders aligned.

- Designed the tracking setup (analytics tags and ad tracking), oversaw QA and app store submission, and used post-launch behavioral data to keep improving features.

Aiii.Ai 類神經網路股份有限公司
2019.11 – 2023.03

Product Owner / Product Manager · Project Manager

Product Owner / Product Manager 2021.05 – 2023.03

- Led the 0-to-1 development of a B2B2C customer relationship management (CRM) product, from initial discovery to market launch.
- Worked as both product manager and product owner: defined the MVP scope through market and competitor analysis, then ran the sprints that delivered it.
- Led a cross-functional team of 6 and mentored junior Product Managers and Account Executives, keeping business goals and technical delivery aligned.
- Designed how the product's features connect and depend on each other, increasing user engagement and retention on the platform.
- Set up and ran internal training programs to speed up onboarding and skill development for new team members.

Project Manager 2019.11 – 2023.03

- Managed requirements gathering, system planning, and delivery for web applications, core enterprise systems, and LINE Official Accounts.
- Served as the main contact for enterprise clients including SAP, Whirlpool, Taiwan Sakura, Taishin Bank, and KYMCO, making sure deliverables met each client's corporate identity standards (CIS).
- Turned business requirements into PRDs, wireframes, user flows, and API integration specifications.
- Ran projects under Agile, Waterfall, and hybrid methodologies, tracking budgets, timelines, and resource allocation.
- Coordinated cross-vendor testing, deployment, and post-launch maintenance to keep systems stable.

Jing Young Biotech
2018.06 – 2019.08

Marketing Specialist

Marketing Specialist 2018.06 – 2019.08

- Planned and ran product marketing campaigns to build brand awareness.
- Managed the company's website and social media channels, including Facebook, YouTube, and LINE Official Accounts.
- Used Google Analytics and platform metrics to study user behavior and adjust marketing campaigns accordingly.

KNST · Smart Daily
2017.02 – 2017.10

Business Development / Product Manager Intern

BD / Product Manager Intern 2017.02 – 2017.10

- Supported feature updates for the Smart Daily app, using user feedback to decide what to improve.
- Wrote product documentation for the development team, including PRDs, user flows, system flowcharts, and wireframes.
- Reached out to vendors and researched the market to find partnership opportunities and assess new business models.

Side Projects

- **Train Liveboard** — A home-screen web app showing upcoming Taiwan Railway trains at my local station with live delays (Cloudflare Workers, TDX open data).
- **Garmin Dashboard** — A private health dashboard syncing sleep, HRV and activity data, with an AI coach that interprets numbers computed in code (Cloudflare Workers, D1, Workers AI).
- **OneClass（南一）· Online Tutor, 2024.04 – 2025.04** — Customized mathematics lessons for K-9 students; mentored students on strengths and long-term goals.

Education & Certifications

- 逢甲大學 — Bachelor's degree, Marketing, 2013 – 2017
- Project Management Professional (PMP), Project Management Institute — issued 2022.04, expires 2028.04

- Google Analytics, Google

Skills

AI agent tools · Product strategy & roadmap · Software product management · Project management · Scrum / Agile · Cross-team communication · SQL · Superset · Looker Studio · Jira · Confluence · Google Analytics