Ryan Pham

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EDUCATION

University of Southern California's Marshall School of Business - Los Angeles, CA May 2027

Bachelor of Science: Business Administration (Product Management), STEM Designated

Minors: AI Applications, Music Industry

Honors and Awards: USC Associates Scholar, Mobilize APASS Scholar, Dean's List (All Semesters)

Relevant Coursework: Product Management Essentials and Frameworks, Product Management Execution and Alignment, Accelerated Python, Communication Strategy, Applied Business Statistics, Entertainment Entrepreneurship, Operations Management

EXPERIENCE

Product Management Intern | *IBM* *May 2026 - Aug 2026*

- Owned 0-to-1 definition of Db2 Developer Extension's Enterprise Edition (PRD, pricing, packaging) in a 15+ extension initiative
- Sized a $20M revenue opportunity in a business case that won leadership approval and locked 1Q27 GA; packaging adopted
- Designed MCP server and licensing architecture exposing product functions to IBM's agentic AI coding assistant; both approved
- Defined AI-powered features for Db2 developers and DevOps teams across SQL modernization, diagnostics, governance, and support
- Defined a phased agentic roadmap, from connections, catalog reads, and stored-procedure execution to integrated workload tuning
- Analyzed 376 GitHub and internal support issues to surface customer pain points that shaped feature priorities

Co-founder | *Kroot (krootme.com)* *Jun 2026 - Present*

- Co-lead product, design, and strategy at an early-career recruiting startup building for students, universities, and employers
- Led pivot from Elevait (227-user coaching marketplace) to recruiting; defined product strategy, roadmap, and launch priorities
- Launched the student product in October 2026: 200+ users and 70% activation (completed profile, connected inbox) within a month
- Shipped job aggregation, recruiter tracking, and a self-updating application CRM via Google-verified Gmail integration
- Built analytics and AI-assisted workflows; shaped employer and university offerings with input from university administrators
- Lead a 7-person team across product, engineering, design, and marketing; advisors from Techstars, Shopify, Applied Intuition

Growth Ambassador Lead | *Polymarket* *Feb 2026 - Aug 2026*

- Ran a USC campus acquisition program, onboarding 300+ users through a structured referral and incentive-driven activation funnel
- Built and optimized the signup → deposit → first-trade funnel, achieving 50% conversion to active traders
- Analyzed drop-off data to iterate on onboarding incentives, improving activation and first-trade completion

Product Marketing Manager | *Career Season* *Jun 2025 - Aug 2025*

- Drove go-to-market strategy for 3 products (APM Season Course, Coaching, Community), focused on positioning and adoption
- Grew engagement across a 13K+ MAU, 16K+ monthly-pageview audience by optimizing retention loops and content-driven growth
- Turned behavioral data and user feedback into shipped roadmap priorities

Strategy and Operations Intern | *Southland Industries* *Jul 2025 - Aug 2025*

- Analyzed vendor contracts and negotiated terms, optimizing $20K+ in agreements across 3 offices
- Designed and launched a sustainability initiative projected to reduce waste costs by $5K annually

Growth | *Clockout* *May 2025 - Jul 2025*

- Conducted competitive analysis and market research for Dallas and SF Bay Area launches, shaping GTM strategy and feature priorities
- Led Dallas and SF expansion marketing strategy, testing acquisition channels and influencer partnerships as users grew to 130K+
- Built and maintained 30+ B2B relationships; negotiated recurring partnerships that created sustained user engagement

Rotational Development Intern | *KPMG* *Jul 2024*

- Selected for an early-ID rotational program; rotated across consulting, audit, and tax
- Built Excel analysis frameworks used on 3 client engagements

LEADERSHIP & EXTRACURRICULARS

Product Manager, President | *ProductSC* *Aug 2024 - Present*

- Lead USC's flagship PM organization: 14-person board, 100+ members, and a 61-event operating plan across 4 program tracks
- Delivered client projects with Amazon, Riot Games, Disney, Intuit, Snap Inc., and startups, scoping requirements and staffing teams
- Managed cross-functional teams through product discovery, roadmap creation, and agile ceremonies (sprint planning, standups, retros)
- Built recruiting programming that has helped 10+ members land PM roles
- Administer a $5K+ semesterly budget, forecasting needs and ensuring compliance and financial sustainability

SKILLS / INTERESTS

Product Expertise: Product Requirements Documents (PRDs), Technical Specs, Customer Discovery, User Research, A/B Testing, KPI Definition, Funnel Analysis, Go-to-Market (GTM) Strategy, Pricing & Packaging, Market Sizing (TAM/SAM/SOM), Competitive Analysis, Business Cases, Financial Modeling, Agile/Scrum

Data & Technical: Python, SQL, Java, Excel, Tableau, PostHog, Git/GitHub, APIs

AI & Automation: Model Context Protocol (MCP), Agentic AI, LLMs, Cursor, Codex, n8n, Make.com, watsonx Code Assistant

Product Tools: Figma, FigJam, Jira, Confluence, Aha!, Qualtrics, Google Workspace, PowerPoint

Languages: English (Fluent), Mandarin (Working Proficiency)

Interests: Classically trained in 6 instruments (voice, clarinet, trumpet, Chinese flute, suona, hulusi), competition background; volleyball; AAPI history; entrepreneurship; frontier technology