

AARON C. WANG

Senior Product Manager, Commerce & Payments

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SUMMARY

Senior Product Manager with 7+ years in product management and 10+ years total experience across payments, checkout, eCommerce, and hospitality. Currently leading consumer payments strategy at JD Sports North America, owning 3rd-party payment integrations (Klarna, PayPal, Affirm, ZIP, Afterpay, Apple Pay), cart-to-checkout conversion optimization, and a major platform migration to composable commerce. Has driven eight-figure revenue by expanding payment options, running checkout experimentation, and letting data decide what ships next.

EXPERIENCE

Senior Product Manager, Checkout | JD Sports North America Jan 2023 – Present

Premium retailer of athletic footwear and apparel, operating JD and Finish Line eCommerce and retail properties

- Lead Cart & Checkout product, owning the end-to-end payment experience including integrations with Klarna, PayPal, Affirm, ZIP, Afterpay, and Apple Pay
- Increased revenue by \$10M in 3 months by introducing Affirm based on customer research; launched ZIP, adding \$1.5M in 3 months
- Drove ~3% week-over-week checkout conversion gains sustained over 8 weeks through structured experimentation
- Led platform migration from Oracle Commerce to commercetools (composable commerce), reducing checkout from 3 pages to 1 and saving \$6M annually
- Led delivery promise and promotional strategy changes that drove \$25M year-over-year holiday revenue growth
- Currently building AI-powered commerce agents for LLM shopping and in-app purchasing (in development)

Product Manager | Blueboard, Inc. Jan 2021 – Nov 2022

Early-stage B2B HR tech startup in the employee rewards and recognition space

- Designed and launched user-facing onboarding flows that lifted reward redemption by 14% YOY
- Overhauled recipient communications, in-app guidance, and self-serve FAQs — cut inbound helpdesk volume by 12% MoM
- Scoped and launched role-based access control (RBAC), directly enabling a ~\$1M enterprise deal and new customer segment

Product Manager | Zenput (acquired by CrunchTime) Jul 2019 – Jul 2020

B2B operations and compliance platform for restaurants and hospitality

- Redesigned core mobile and web task experience for restaurant operators, informed by field ridealong research, driving 15% MoM increase in task execution

Consumer Insights Supervisor & Training Leader | Panda Restaurant Group Jan 2011 – May 2018

Promoted from General Manager → Training Leader → Consumer Insights HQ across 7+ years

- Overhauled the VOC insights dashboard with Mindshare, improving guest satisfaction by 29% by making KPIs actionable for field leaders across 2,100 locations
- Designed and rolled out a store-level analytics dashboard chain-wide, enabling operators to track growth drivers, wait times, and food safety metrics

EDUCATION

B.S., Business Administration | University of California, Riverside 2010

Product Management Certificate | General Assembly 2019

SQL for Data Analysis | General Assembly 2018

SKILLS

Domain: Payments Strategy, Consumer Payments, Digital Payments, Payment Integrations, Checkout Optimization, eCommerce, Composable Commerce, Platform Modernization

Product: Product Roadmap, Product Discovery, A/B Testing & Experimentation, Conversion Optimization, Cross-Functional Leadership, Stakeholder Management, Voice of Customer

Technical: API Integrations, Technical Architecture, Platform Infrastructure, Data-Driven Decision Making