



0-1 AI HARDWARE & GLOBAL GTM

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PRACTICE

- 0-1 Hardware GTM
- Audience Segmentation
- Product Positioning
- PMF Validation
- UI/UX & User Journeys
- Creative & Message Testing
- AI-Native Full-Stack Marketing
- Integrated Campaigns
- Creator Partnerships
- Community Growth
- DTC & Crowdfunding
- Behavioral Insights
- Digital Innovation
- Entrepreneurship

MARKETS

- US
- Japan
- UK
- Europe

PRODUCTS

- Consumer AI Hardware
- AI Software & Apps
- Physical Consumer Products

EDUCATION

Miami University
BA, Interactive Media
2019

GPA 3.77
Honors Graduate
University Honors
President's List

Consumer AI hardware marketer and founder, taking unfamiliar products from zero to global launch. Led 0-1 GTM for PLAUD Note, NotePin and Birdfy; PLAUD reached \$10M+ in all-channel monthly revenue by departure. Combines audience insight, positioning and creative testing with hands-on launch execution across the US, Japan, the UK and Europe.

BUILDING AI HARDWARE & VALIDATING PMF

Low Hanging Lab · Founder & CEO

Jul 2025 – present

- Lead an AI-native marketing practice with 20+ AI hardware company collaborations. Translate PMF validation, audience segmentation and user aha moments into product positioning, slogans and messaging; developing an AI marketing agent.

oolyra · Founder & CEO

Jul 2025 – present

- Building my own AI hardware product from zero: a tactile companion and connected app for personal reflection, exploring how a physical object can bring AI into everyday routines.
- Developing its product proposition and early GTM alongside the hardware and app; the product is currently in development.

0-1 CONSUMER AI HARDWARE

PLAUD AI · Head of DTC & Global Marketing

Apr 2023 – Sep 2024

- Owned 0-1 global GTM for PLAUD Note and PLAUD NotePin—from product positioning and message development to integrated launch and growth. All-channel monthly revenue reached \$10M+ by departure.
- Defined PLAUD Note's positioning as a ChatGPT-empowered AI voice recorder and its core message: "Record. Transcribe. Summarize." Led a \$7M global crowdfunding launch and transition into DTC, TikTok Shop and Amazon.

- Led segmentation and creative/message testing for knowledge workers, business and sales professionals, and entrepreneurs. Built a 20+ person team across product marketing, design, PR, creators, social, paid media, SEO and customer operations.

Netvue & Birdfy · Global Branding & Marketing

Feb 2021 – Oct 2022

- Owned Birdfy's 0-1 global GTM, connecting crowdfunding, DTC, Amazon, creator content and community into the launch. Reached \$1M in monthly sales within six months, with \$100K+ in crowdfunding and first-month DTC/Amazon sellouts.
- Engaged nature lovers through creator storytelling, forums, Facebook groups and UGC; a creator-led TikTok video reached 10M views.

AI APPLICATIONS & PRODUCT GROWTH

Xmind · Head of Growth

Sep 2024 – Jun 2025

- Led growth across Xmind's AI software portfolio, including the restructuring and launch of Xmind AI and growth for Mapify; connected product changes with launch and conversion work.
- Partnered with product and engineering on pre-/post-login behavior, UTM tracking and cohort insights; helped drive an early-2025 campaign with a 5× conversion-rate increase, featured by Mixpanel.

GLOBAL CAMPAIGNS & EARLY VENTURES

HungryPanda · Regional Marketing Manager

Feb 2020 – Feb 2021

- Led a global 618 campaign that drove worldwide GMV to 5× its usual level; led Northwest US marketing across San Francisco and Seattle, combining online and offline campaigns, content and community programs.

HomePear · Co-Founder

Oct 2019 – Oct 2020

- Co-founded HomePear and led customer research, brand positioning, and a soft launch, including the website and early customer acquisition.