

Win Htut Han

Senior Product Manager | Consumer Mobile Apps | Growth & Monetization

winhtuthan@gmail.com / www.winhtuthan.com / linkedin.com/in/winhtuthan / Chiang Mai, Thailand Remote-ready (UTC+7)

EXECUTIVE SUMMARY

Senior Product Manager with 8+ years of product leadership and 12+ years across product, growth and consumer mobile apps. Led 0→1 launches, turnarounds and monetization across portfolios in the US, Europe and Myanmar: a 10M peak-MAU utility app, four #1-ranked products in their categories and a 6-app portfolio surpassing 10M+ downloads. Owned strategy, discovery, roadmaps, P&L, experimentation and cross-functional delivery.

PROFESSIONAL EXPERIENCE

Senior Product Manager | Entertainment Apps

Jan 2023 – Jul 2026

GreenTomatoMedia, Chiang Mai, Thailand

Party game portfolio across US and Western European markets · Monetization: Subscriptions

- ◆ Owned a portfolio of **6 Entertainment apps**, revived 4 legacy apps and shipped 2 new app titles from 0→1. Surpassed **10M+ combined downloads** and managed the **#1 app (US App Store)** in the Drinking Games niche.
- ◆ Managed a **five-figure monthly user acquisition budget** globally across Apple Search Ads and TikTok, lifting ROAS ~40% (relative) and taking paid UA to breakeven.
- ◆ Lifted **store listing conversion rate and paywall conversion rates** by working closely with growth team through a weekly experimentation cadence with approximately 100+ A/B tests across store listings, UA creatives and paywall mechanics in a single year.
- ◆ Optimized **end-to-end user journeys** across onboarding, activation and paywall, and drove **engagement and retention** through personalized flows, gamified experiences and seasonal activities, sustaining a 4.6+ average rating across the portfolio.
- ◆ Led **products end-to-end** on vision, discovery, PRDs, roadmap, prioritization, release and post-launch iteration. Coordinated and steered across engineering, content, design, QA and growth teams to hit business KPI goals.
- ◆ Localized and shipped across **20+ locales**, coordinating Content team, ASO and owning competitor analysis and market research to drive organic install growth.
- ◆ Built an **AI-assisted ASO keyword tool** that automates App Store and Google Play compliance checks, cutting manual review cycles. Also built a Google Play user-review sentiment analysis tool with the assistance of AI.

Head of Business Units | Digital Products Management

Sep 2018 – Dec 2022

Bagan Innovation Technology (BiT Co., Ltd), Yangon

Hybrid monetization: Subscriptions, IAPs and Google AdMob

- ◆ Owned product strategy, discovery, roadmaps, prioritization, **P&L**, experimentation and cross-functional delivery across a consumer app portfolio including a **10M peak MAU utility app** and four products that reached **#1 in their categories** for the Myanmar market.
- ◆ Managed **6+ Product Managers** directly and led a **100+ person cross-functional product organization** across Engineering, Growth, BD and Support, owning hiring, mentorship and performance management.
- ◆ Managed monthly product growth and **user acquisition budgets** across Google, Meta, and local channels, capitalizing on high-value business opportunities to launch **new revenue streams** and drive profitable retention.
- ◆ **Scaled consumer mobile platforms** from early concept to services with millions of users, owning full product lifecycles through Agile delivery and data-informed planning, **0→1 for multiple apps** while aligning stakeholders across engineering, creative, operations, customer support and growth teams.
- ◆ Shipped **payment integrations** with telecoms and mobile wallet providers to **unlock in-app monetization** flows, forging the partnerships needed to open new revenue streams.
- ◆ Reported directly to the CEO and board of directors with monthly and quarterly performance reviews supporting the executive decision-making process.

EARLY CAREER & TECHNICAL BACKGROUND

- ◆ **Business Development Manager | Product Growth** · Bagan Innovation Technology (BiT Co., Ltd), Yangon · 2016–2018
Spearheaded end-to-end product lifecycles and GTM strategy for new business divisions, driving profitability.
- ◆ **Marketing Executive | Product Marketing** · Bagan Innovation Technology (BiT Co., Ltd), Yangon · 2013–2016
Led multi-channel acquisition campaigns across Facebook and Google Ads driving early app adoption.
- ◆ **Lead Software Developer / Web Developer** · WDM Group (US client) & Winner Computer Group, Yangon · 2011–2012
Led outsourced technical teams for US clients; full-stack web development (PHP/JS).

CORE SKILLS

PRODUCT	Product Strategy · Product Roadmap · Product Discovery · PRDs & Requirements · Prioritization · Agile & Scrum · 0→1 Product Launch · Go-to-Market (GTM) · OKRs & KPIs · Cross-functional Leadership
MOBILE	iOS · Android · App Store Optimization (ASO) · Localization · Release Management
GROWTH & ANALYTICS	User Acquisition (UA) · Retention & Churn · Cohort Analysis · A/B Testing & Experimentation · Conversion Rate Optimization · LTV · CAC · ROAS
MONETIZATION	Subscriptions & IAP · Adapty · Ad Monetization · Pricing Strategy · P&L Ownership
ANALYTICS & INTEL	Firebase · Google Analytics · AppsFlyer · Adjust · Custom SQL · Sensor Tower
WORKFLOW & DESIGN	Figma · Notion · TestFlight
AI	AI-assisted product workflows · Prompt engineering · Automation
LANGUAGES	English (Full Professional) · Myanmar (Native)

EDUCATION & AWARDS

MBA, University of Northampton Grade A+ · Distinction in final thesis (Consumer Behaviour Study)	Sep 2015 – Sep 2018
BSc Business Information Technology, University of Greenwich	Oct 2008 – Dec 2011
Best App in Asia · Telenor Digital Winners Event, Oslo	2015