

Contact

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Top Skills

Competitive Analysis
Cross-functional Team Leadership
Marketing Management

Certifications

Forrester Mastering Customer
Experience

Jane Lo

co-founder, p!ng
Greater Boston

Summary

I'm on a mission to reimagine the coffee shop drive thru experience through robotics and AI. As the co-founder of p!ng, I'm building the future of on-the-go beverages—delivering high-quality, customized beverages with speed, convenience, personalization, and zero hassle.

With a background spanning product marketing, brand strategy, and customer experience, I bring expertise in launching innovative products and scaling consumer brands. Prior to p!ng, I led customer experience teams at Forrester and drove product development and brand growth at SharkNinja and Samsonite.

Entrepreneurship is about solving real-world problems (mine in this case), and I thrive at the intersection of technology, customer experience, and brand building. If you're passionate about utilizing technology to develop futuristic, magical consumer-facing innovation and experiences, let's connect!

We're currently raising on Wefunder. If you're curious to learn more or invest: <https://wefunder.com/ping>.

Experience

p!ng
Co-Founder
January 2023 - Present (3 years 2 months)
Boston, MA

Bringing speed and convenience back to drive thrus

Forrester
Senior Analyst, Team Lead, CX
May 2020 - September 2023 (3 years 5 months)
Cambridge, Massachusetts, United States

Advise C-level and key decision makers on Customer Experience strategy creation and ROI using complex research and key industry optimization points to create a compelling case for change.

Effectively pivot across a range of global industries and cultures including retail, banking, healthcare, utilities, and insurance. Recommended changes to 40+ major clients in a 100% remote environment.

- Lead a team of CX analysts in delivering critical CX benchmark analysis and value to clients
- Recipient of Outstanding Client Service/Delivery Awards for effectively identifying and highlighting key Customer Experience strategic decision points and presenting a compelling and actionable story and recommendations using data and insights
- Develop customized insights and actionable recommendations for clients in evolving areas such as human-centered and emotion-based design
- Identify priority drivers of retention, NPS, and CX Index scores to identify key opportunities for growth
- Develop deep dive analyses and interpretation of quantitative and qualitative trended data analyzing critical industry or growth-stage data such as competitive benchmarking, brand health metrics, customer journey insights, and channel analyses

Samsonite

Customer Experience and Brand Manager

November 2017 - March 2020 (2 years 5 months)

Mansfield, Massachusetts

Created company-first Customer Experience strategy and implementation plan for organization to combat disruptive competitive entry. Managed direct reports and cross-departmental teams

- Created and managed go-to-market strategies for over 50 collections per year, representing over \$450M of annual revenue
- Led Samsonite rebrand and brand book development with cross-functional stakeholder input to reposition the Samsonite brand for success and increase brand awareness and revenue

- Introduced and led first dedicated customer service tiger team that resulted in a 30% improvement in customer service ratings; created customer mapping
- Developed and built commitment to various CX tools (KPI's, dashboard and metrics) into the organization's infrastructure and culture
- Planned, created, and delivered quarterly business reviews with CEO and global Marketing Divisions; Presented scorecards metrics to senior leadership on a quarterly basis to track progress

Jane Consulting

Brand Strategy Consultant

October 2016 - November 2017 (1 year 2 months)

Greater Boston Area

Created and launched Kickstarter campaign for a STEM toy company. Achieved 149% of fund goal, identified as Kickstarter "Project We Love" three hours after launch, listed as a "Project of the Day" by Kickstarter

Formulated new product development and pipeline strategy for a premium tortilla brand. Recommended short and long term brand strategy evolution using SWOT, competitive mapping, claims benchmarking and consumer trends

Shark Ninja

3 years 2 months

Brand Manager

March 2016 - August 2016 (6 months)

Brand Manager for \$600M rapid-growth Ninja kitchen appliances business and \$160M steam floor care business

- Created first comprehensive Steam category business review including sales and retailer performance, competitive landscape, consumer behavior, media spend, macro trends and pipeline recommendations
- Recategorized product franchises and names to clarify product features and drive conversation, average order value and accessory purchases
- Conducted attitude, awareness, and usage studies to identify and develop foundational understanding of consumers, brand, and opportunities

- Led cross-functional team in the creation of game-changing innovation product stories and integrated go-to-market launch plans including TV ads, direct response, social media, web and digital, PR and merchandising
- Restructured Ninja website architecture to drive conversion, increase average order value, and improve navigation

Consumer Marketing Manager

February 2015 - March 2016 (1 year 2 months)

Newton, MA

- Managed top-tier agencies to produce branded TV ads, infomercials and over 120 product videos with \$170M budget
- Optimized direct response TV offers and creative through analysis using consumer focus groups, animatics, and dial testing data resulting in 67%-86% return on advertising dollars spent, exceeding industry average
- Co-ownership of media production and ad spend for all digital, social, PR, and retail video assets for the company

Product Manager, Ninja

July 2013 - February 2015 (1 year 8 months)

Newton, MA

- Led 24-person global and cross-functional team through development and commercialization of 5-star rated appliances and accessories
- Launched the #1 Ninja blender SKU at Walmart during 2014 holidays in 10 months from concept through production while managing two product franchises totaling \$75M
- Created and led innovative and streamlined pipeline development from white space to full launch of all-new line of Ninja accessories resulting in incremental \$50M in yearly sales

Education

The University of Chicago - Booth School of Business

MBA, Concentrations in Marketing Management, Strategic Management, Entrepreneurship

University of California, Berkeley

Bachelor of Arts - BA, Molecular Cell Biology

University of California, Berkeley

Bachelor of Arts - BA, English Language and Literature, General