

JULIE KATHRYN YINGST

New York, NY | (917) 609-5948 | julie.k.yingst@gmail.com | [linkedin.com/in/juliekyingst](https://www.linkedin.com/in/juliekyingst)

EXECUTIVE SUMMARY

A visionary Product Executive with over 14 years of experience leading platform transformation and scaling high-performing product teams in high-growth environments. A strategic partner to executives, expert at reimagining product architecture to drive self-service excellence and partner-led growth. Proven track record of bridging ambitious technical possibilities with real customer needs, fostering a customer-first culture, and implementing scalable processes that balance startup agility with mature product thinking.

CORE COMPETENCIES

Platform Redesign & Transformation • Self-Service & Partner Enablement • Team Leadership & Culture Building • Executive Partnership (CEO/Board) • B2C & B2B Product Strategy • Scalable Architecture & APIs • Customer Research & Insights • Go-to-Market Strategy

PROFESSIONAL EXPERIENCE

Independent Consultant | New York City Area

Fractional CPO / Product Strategy Advisor — 2025 - Present

- Serves as a primary product partner to CEOs, shaping business strategy and driving product-related decision-making for platform transformations.
- Builds and scales repeatable product management processes, establishing a culture of collaboration and customer obsession for early-stage companies.

UBS | New York, NY

Executive Director, Head of Product - AI & Client Intelligence Platforms — 2023 - 2025

- Scaled the [AI for Financial Advisors](#)  platform from pilot to enterprise deployment—now publicly featured on UBS.com as a flagship innovation in wealth management.
- Drove measurable advisor productivity gains (3-4 hour time savings per client meeting) and facilitated multimillion-dollar asset moves through AI-driven opportunity detection and alerts.

- Led the productionization and scaling of a unified data layer and API from pilot to enterprise deployment, exposing permissioned client data to surface contextualized insights within advisor workflows, partnering with engineering to re-architect for performance, compliance, and cross-system integration.
- Led frontend development of modular components that surfaced these insights contextually, enabling advisors to access intelligence within their existing tools.
- Partnered with Data & Analytics leadership to establish the Smart Technologies and Advanced Analytics Team (STAAT), now recognized internally as UBS's AI innovation engine.
- • Oversaw architecture decisions for a multi-layer AI system integrating machine learning, event detection, and proactive client insights.

UBS | New York, NY

Director, Product Lead - AI & Personalization — 2020 - 2023

- Conceived and built a technical proof-of-concept for the AI platform, including functional API, data layer, and contextualized user experience elements to assess technical feasibility and secure executive funding.
- Validated the POC with financial advisors through user testing, refining the product vision and technical approach based on real-world feedback before launching a pilot program.
- Established a scalable UX research framework and customer feedback loops to ensure product decisions remained grounded in user needs as the pilot expanded.
- Independently secured executive buy-in and designed the cross-functional roadmap.

UBS | New York, NY

Product Lead - Alternative Data Platform — 2017-2020

- Led the creation of a net-new, client-facing discovery platform for institutional investors, providing the primary entry point to access alternative datasets.
- Owned the product from ideation through launch and iteration, increasing data asset discovery and utilization by 45%.
- Partnered with compliance and engineering teams to surface regulated datasets for client use.

American Express | New York, NY

Senior Product Manager, AI & Personalization — 2014-2017

- Drove the re-platforming of consumer channels to a unified API-based architecture, including a data layer to normalize data across fragmented tech stacks and backend databases, enabling dynamic experiences for over 50 million users.

- Owned the product lifecycle for an internal marketing and compliance platform, overhauling the system to improve self-service capabilities for marketers.
- Shipped a net-new NLP-powered chatbot that enabled customer self-service, improving issue resolution rates by 25%.

Hearst Magazines | New York, NY

Product Manager, Digital Advertising & Monetization — 2013-2014

- Managed a portfolio of advertising and monetization products, collaborating with sales and marketing teams on go-to-market strategy.

TMP Worldwide | New York, NY

Product Manager, B2B SaaS — 2011-2013

- Delivered key features for an enterprise B2B SaaS platform, working directly with clients to guide roadmap decisions.

EDUCATION

Colgate University | BA, English Language & Literature; Writing & Rhetoric

PROFESSIONAL CERTIFICATIONS

Machine Learning for Product Managers | Duke University, Fuqua School of Business

Behavioral Economics | University of Chicago, Booth School of Business

UX Certification, Research Specialization | Nielsen Norman Group

LEADERSHIP & COMMUNITY INVOLVEMENT

New York Cares | Community Volunteer & Rising Leaders Council *(2006-Present)*

Think Equal | US Go-To-Market Volunteer Lead *(2021-2022)*

StreetWise Partners | Lead Program Officer & Advisory Board *(2012-2017)*

Recipient: City of New York Mayoral Service Recognition Award *(2016)*