

# Ethan Nguyen

hi@ethangn.com • linkedin.com/in/ethangn

Product Manager with experience building and launching consumer-facing products from concept to market. Strong background in product execution, cross-functional collaboration, and go-to-market support. Comfortable working across design, engineering, and operations to turn ambiguous ideas into shipped products that drive real business impact.

## WORK EXPERIENCE

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### Product Manager

*Chemical Guys*

**Jan 2024 - Present**

*Torrance, CA*

- Own the end-to-end development of consumer products, from early discovery through launch, helping shape priorities and execution across teams
- Work closely with R&D, packaging, design, and supply chain to align requirements, manage tradeoffs, and keep development on track
- Use customer feedback, reviews, and performance data to inform roadmap decisions and guide product improvements
- Improve internal feedback loops and reporting processes to reduce friction and help teams move faster
- Support multi-channel launches across eCommerce and retail, ensuring clear positioning and consistent execution from concept to shelf

### Associate Product Manager

*A-Sha Foods*

**Jul 2023 - Dec 2023**

*Alhambra, CA*

- Supported product development across retail and DTC, contributing to new product launches and seasonal updates
- Partnered with marketing, operations, and logistics to align packaging, pricing, and go-to-market timelines
- Built dashboards and internal reports to track post-launch performance and surface insights for stakeholders
- Helped introduce more standardized workflows, improving visibility and coordination across teams

### Assurance Intern (FSO)

*Ernst & Young*

**Apr 2021 - Mar 2022**

*Upland, CA*

- Analyzed operational and financial data to identify trends, risks, and opportunities for improvement
- Streamlined reporting and documentation workflows to reduce manual work and improve data reliability
- Worked with senior stakeholders to translate analysis into clear, actionable insights
- Built dashboards that improved visibility into key performance metrics and supported decision-making

## EDUCATION

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### University of California, Los Angeles (UCLA)

*Bachelor of Arts, Economics*

**Graduated Jun. 2023**

### Pasadena City College (PCC)

*Associates in Science, Business Administration*

**Graduated Jun. 2021**

## SKILLS

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**Product** | Product Lifecycle Management • Roadmapping • Go-to-Market Planning • Product-Market Fit • Prioritization

**Analytics** | A/B Testing • KPI Tracking • Funnel Analysis • Market & Competitive Research • Data Visualization

**Tools** | Figma • Jira • Asana • Confluence • Notion • Google Analytics • Power BI • Excel (Advanced)

**Languages** | English (*native*) • Spanish (*conversational*) • Vietnamese (*basic*)