

SHANGYANYAN LI

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PRODUCT LEADER & VENTURE BUILDER

Product leader with experience building and launching AI-enabled B2B SaaS products, consumer platforms, and new ventures, from concept through MVP and market adoption, across venture studios, startups, and enterprise.

Product & Innovation

- AI Product Strategy
- Product Management
- User Experience Design
- Product Analytics

Venture & Business Strategy

- Strategic Planning
- Customer Discovery
- Venture Development
- Market Validation

Leadership & Execution

- Cross-Functional Leadership
- Agile Product Development
- Rapid Experimentation
- Go-to-Market Execution

PROFESSIONAL EXPERIENCE

1848 Ventures, Westfield Insurance, Remote

Mar 2024 to Apr 2026

Venture Builder, Product

Led product strategy and development for AI-driven startup ventures at a corporate venture studio.

- Launched 2 AI ventures from exploration to seed-ready within one year, leading ideation, product development, and go-to-market.
- Synthesized customer discovery and market research to shape product concepts within 3 months.
- Designed and executed experiments to validate hypotheses and achieve problem-solution fit.
- Secured design partners and early users to test assumptions and drive initial traction.
- Presented metrics and data-driven narratives to facilitate investor decision-making.
- Piloted AI solutions across research, product, and go-to-market workflows to boost productivity.

BRUCEAI | Jan 2025 to Mar 2026

Co-Founder / CEO

Co-founded and led product for an AI-powered compliance SaaS startup, backed by Westfield Insurance, from concept to MVP in 6 months.

- Defined product requirements and prioritized features with design partners and founding team.
- Developed ICP and go-to-market strategy, generating 200+ leads, 50+ demos, and 20+ qualified opportunities.
- Ran a closed beta with 10+ pilot users to validate product-market fit and inform roadmap.
- Led seed investment discussions and exploratory M&A conversations with strategic stakeholders.

TENNEY 110, AMERICAN FAMILY INSURANCE, Madison, WI

Apr 2020 to Dec 2023

Business Design Expert

Led product and venture development at AmFam's venture studio, launching proptech startups, including majority-owned subsidiaries and minority-owned spinouts.

- Led 5+ ventures across development stages, achieving 60%+ success rate and 2X+ enterprise value.
- Drove end-to-end venture creation including concept workshops, customer discovery, business model design, market testing, and stakeholder engagement.
- Integrated design thinking into the venture creation process, increasing venture success rates by identifying and prioritizing the most viable investment opportunities.
- Created the studio's first venture playbook, standardizing the investment thesis and build framework and reducing concept-to-market time by 50%.

BARKABLY | Oct 2022 to Dec 2023

Co-Founder/Head of Product

Led product development and launch for a startup building a digital marketplace connecting pet-friendly housing with renters, backed by AmFam.

- Launched MVP generating 600+ leads within 8 weeks.
- Secured 10,000+ units from 20+ property managers/owners.
- Led cross-functional team of PMs, designers, and engineers, delivering 95% of features on schedule.
- Integrated AI/ML into the product suite, increasing conversion rate by 30%.
- Built user feedback loops to inform roadmap and prioritization.

KFORCE, Madison, WI

Mar 2018 to Mar 2020

Innovation Consultant

Supported venture creation and innovation initiatives for an enterprise client, developing fintech and insurtech ventures from research through market validation.

- Established vision and structure for the client's innovation function, implementing a repeatable framework.
- Co-led 5+ fintech and insurtech ventures from concept through launch, delivering strategic and financial returns, and 3 became enterprise departments.
- Directed concept generation, research, prototyping, and user testing with engineering teams.

UI HEALTH, Chicago, IL

May 2017 to Mar 2018

Design Consultant

Led design consulting for an academic medical center, improving healthcare processes and patient experience through research and solution development.

- Streamlined the grant application process for a new medical research department using design methodologies, driving key process improvements.
- Improved sickle cell patient experience across care settings through multi-stakeholder research and system-level solution design.

EDUCATION

Master of Business Administration, University of Wisconsin MBA Consortium

Master of Design, Institute of Design (ID) at Illinois Tech

Bachelor of Science in Industrial Design, Dalian University of Technology

CERTIFICATIONS

Certified Digital Marketer, General Assembly

Certified Choice Architect, Irrational Labs

PMI Agile Certified Practitioner (PMI-ACP), Project Management Institute

Project Management Professional (PMP), Project Management Institute

Chartered Financial Consultant (ChFC), the American College of Financial Services

Chartered Property Casualty Underwriter (CPCU), The Institute

Associate in Insurance Data Analytics (AIDA), The Institute

Associate in Risk Management (ARM), The Institute

Preventive Controls Qualified Individual (PCQI)

PUBLICATIONS

- Communicating the External Beam Radiation Experience (CEBRE): Perceived Benefits of a Graphic Narrative Patient Education Tool, *Practical Radiation Oncology*
- A Design-Led Analysis of Educational Tools for Sickle Cell Patients, *SCDAA 45th Annual Convention*