



AI · PRODUCT GROWTH ·
PLATFORMS

CONTACT

Seattle, Washington
425-223-8802
lokeuei@gmail.com
portfolio.lokeuei.com
linkedin.com/in/lokeuei
ancientskygames.com

AREAS OF IMPACT

- AI agents & agentic workflows
- Product growth, adoption & monetization
- Onboarding, activation & retention
- Enterprise SaaS deployment & admin
- Customer discovery, usage data & experiments
- Pricing, packaging & subscription growth
- Developer platforms, SDKs & APIs
- Cross-functional & people leadership

CAREER THROUGHLINE

AI-enabled workflows

Enterprise GenAI, AI agents and JXR AI Skills

Product growth

User adoption, developer onboarding and subscriptions

Enterprise SaaS

Identity, permissions, applications and integrations

Cloud commercialization

IBM Power on Azure and IBM Cloud

Founder execution

Products built, monetized and iterated end to end

CREDENTIALS

- Certified Scrum Master
- MCSE-H · MCSD · MCT
- MSDN Regional Director - Malaysia
- Microsoft APAC Developer Evangelist of the Year

LOKE UEI TAN

AI Product & Platform Growth Leader

AI AGENTS · ENTERPRISE ADOPTION · DEVELOPER & WORKFLOW PLATFORMS

I turn emerging AI capabilities into trusted enterprise products - then remove adoption barriers so customers activate, return, expand, and realize measurable value.

Product and technology leader with 20+ years building and scaling deeply technical products across AI agents and agentic workflows, enterprise SaaS, cloud infrastructure, developer platforms, SDKs/APIs, mobile, robotics, and spatial computing. Combines 0-to-1 AI product judgment with growth and commercialization experience: identifying high-value workflows and customer segments, defining roadmaps and success metrics, using customer feedback, usage patterns, support signals, and partner insights to remove adoption blockers, and aligning product, engineering, design, GTM, and customer-facing teams from launch through activation, retention, monetization, and expansion.

AI Agents AGENTIC WORKFLOWS, LLM/RAG, SEMANTIC RETRIEVAL, AI-FIRST DEVELOPMENT	Product Growth ONBOARDING, ACTIVATION, ENGAGEMENT, RETENTION, PAID EXPANSION	Enterprise Adoption DEPLOYMENT, ADMIN, PERMISSIONS, INTEGRATIONS, VALUE REALIZATION	Metrics & GTM CUSTOMER SIGNALS, EXPERIMENTS, PRICING, PACKAGING, EXECUTION
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PROFESSIONAL EXPERIENCE



Magic Leap

May 2022 - Present

Principal Product Manager - XR SDKs & Developer Platforms

Leads product strategy, incubation, and developer adoption for enterprise platforms at the intersection of AI and spatial computing.

- Identified agentic IDE workflows connecting Android Studio and AntigraVity to XR emulators, and built evaluation capabilities to test them.
- Own product vision, roadmap, prioritization, and releases across OpenXR, Unity, Unreal Engine, Magic Leap Hub, and emulator/SDK tooling.
- Collaborate with Google on Android XR initiatives including XR Emulator, SceneCore SDKs, and Android Studio JXR AI Skills.
- Lead discovery and incubation of AI-enabled enterprise experiences spanning knowledge retrieval, semantic search, and AI agents; translate emerging capabilities into practical workflows and validate feasibility with engineering and customers.
- Use developer, customer, and partner feedback to identify adoption blockers, prioritize platform and tooling improvements, and align engineering, design, and ecosystem teams around release readiness and repeatable adoption.



AncientSky Games

Dec 2016 - Present

Founder & Product Developer - Concurrent Venture

Builds and commercializes subscription creator tools and immersive products from concept through adoption and iteration.

- Established AI agent infrastructure to plan, design, develop, evaluate, and deploy complex cloud-based software, with hands-on experience in agent tooling, failure modes, and human oversight.
- Designed, coded, and shipped Practisim VR and Practisim Designer, owning product vision, UX, architecture, development, release management, customer discovery, and iteration.
- Built Practisim Designer Web as a subscription SaaS, owning onboarding, UX, data, Stripe billing, pricing and packaging, localization, and cross-device/XR workflows.
- Grew stage-design tooling to thousands of users; translated customer feedback and usage patterns into roadmap, onboarding, release, and monetization improvements.



Skytap

Jun 2018 - Apr 2022

Director, Product Management

Led a product management organization commercializing and scaling complex enterprise infrastructure in public cloud.

- Set portfolio vision and roadmaps for IBM Power cloud initiatives spanning AIX, IBM i, and Linux.
- Used customer discovery, sales insights, and partner feedback to identify high-value modernization segments, deployment blockers, and adoption requirements.
- Delivered industry-first capabilities enabling IBM i workloads in Microsoft Azure and IBM Cloud.
- Owned licensing, pricing, packaging, partner motions, and adoption strategy; aligned engineering, sales, partners, and executives around launch readiness, customer value, and expansion.

ROLE ALIGNMENT

- AI agent product growth
- Onboarding, activation & retention
- Enterprise adoption & deployment
- Funnels, cohorts, experiments & metrics
- Monetization, pricing & paid expansion
- Cross-functional GTM & customer success

TECHNICAL DOMAINS

- AI agents · agentic workflows · LLM / RAG
- Enterprise knowledge retrieval · semantic search
- SaaS onboarding · subscriptions · PLG
- Identity · permissions · admin · integrations
- Firebase · Stripe · web platforms
- SDKs · APIs · developer tooling

EDUCATION

ICL Computers Ltd. (Malaysia)
Associate Degree in Computer Science

LOKE UEI TAN

AI Product & Platform Growth Leader

EXPERIENCE CONTINUED

PROFESSIONAL EXPERIENCE



SAP Concur

May 2016 - May 2018

Principal Product Manager - Core Platform Services

- Owned the roadmap for authentication, identity/profile, application management, and developer experience - core services governing enterprise onboarding, permissions, integrations, and application lifecycle.
- Translated enterprise, security, and developer needs into priorities for 16+ engineering contributors; managed direct reports and drove cross-team execution.
- Built executive alignment around scalable, secure platform investments and long-term enterprise adoption priorities.



Avalara

Dec 2012 - Apr 2016

Senior Manager, Developer Relations

- Established Developer Relations and Developer Support, creating the team, operating model, onboarding content, support strategy, and partner engagement approach.
- Launched developer.avalara.com and improved developer onboarding and self-service, reducing support cases by 80% and improving developer velocity by 3x.
- Used support cases, developer feedback, and partner certification signals to identify adoption blockers and prioritize API, documentation, education, and support improvements.
- Increased partner certification throughput by 300% while managing a high-performing team and scaling repeatable enablement.

1,000s	80%	3x	300%
Users reached by creator and stage-design tools	Reduction in developer support cases	Improvement in developer velocity	Increase in certification throughput



Microsoft

2005 - 2012

Senior Technical Product Manager - Robotics & Mobile Platforms

- Managed launch and adoption strategy for Microsoft Robotics Developer Studio 4 through multiple beta releases, incorporating developer feedback into onboarding, product, and launch decisions.
- Led ecosystem growth initiatives for Windows Phone and mobile developer programs, connecting product teams with OEMs, partners, and global developer communities.
- Communicated technical product strategy through executive briefings, developer conferences, and partner programs.



Microsoft Malaysia

2002 - 2005

Developer Evangelism Lead

- Led regional platform adoption programs across enterprise, academic, partner, and government ecosystems; built developer communities and managed cross-functional outreach teams.
- Served as a technical product advisor to enterprise and government organizations, translating emerging technology into adoption strategies and repeatable enablement.

PRODUCT GROWTH

Defines customer segments, activation moments, onboarding paths, usage loops, retention signals, and expansion opportunities.

AI PRODUCT JUDGMENT

Translates agent capabilities and limitations into practical workflows with clear user control, trust, and enterprise requirements.

CROSS-FUNCTIONAL EXECUTION

Aligns engineering, design, data, marketing, sales, customer-facing teams, partners, and executives around measurable outcomes.

CORE STRENGTHS

AI Agent Product Growth · Agentic Workflows · LLM / RAG · Product Adoption · Onboarding & Activation · Engagement & Retention · Monetization & Expansion · Growth Funnels, Cohorts & Experimentation · Enterprise SaaS · PLG · Customer Segmentation · Enterprise Deployment · Admin, Permissions & Integrations · Product Metrics · Pricing & Packaging · Cross-functional GTM · Developer Platforms · SDKs & APIs