



Cory Nitschelm

Principal Product Manager

I turn complex ideas into simple products, with data behind every decision and value at every step.

✉ cory@corynitschelm.com
📍 Bangkok, Thailand
🌐 corynitschelm.com
🔗 linkedin.com/in/corynitschelm

SKILLS

Product Management
Product Strategy
Payments
Artificial Intelligence (AI)
Stakeholder Management
Data-driven Decision Making
A/B Testing
Customer Relationship Management (CRM)
Data Visualization
Leadership

EDUCATION

B.S., Business Administration
Information Systems & Business Analytics and Management
University of New Hampshire, Paul College of Business & Economics · 01/2014 – 05/2016
GPA 4.0/4.0 · Transferred from Rochester Institute of Technology

CERTIFICATES

Professional Scrum Product Owner
Scrum.org · 10/2019

LANGUAGES

English
Native

INTERESTS

Technology iOS Android
Futurism UI/UX Design
Skiing Hiking
Virtual Reality

WORK EXPERIENCE

Principal Product Manager

02/2025 – Present

Agoda · Bangkok, Thailand

Agoda is a global digital travel platform and part of Booking Holdings.

- Lead the Supply Opportunity product area, including supply digital marketing, an in-house CRM, and the team that builds Supply's core KPI. Manage a team of product managers working with data science and engineering across several scrum teams.
- Own the opportunity valuation platform: data science models that put a dollar value on actions with partners. Improved its accuracy, restored it as Supply's core KPI, and am rolling it out for use by 400+ market managers.
- Drove my team's AI post-call automation product, which takes repetitive work off supply teams so they move faster. It is now rolling out globally.
- Stabilized the telephony platform supply teams rely on (user score up from under 4 to 4.7) and led a company-wide bug SLA program with 95% of product teams committed to meeting SLAs.
- Regularly collaborate with the C-suite on KPI and CRM strategy. Represented Agoda alongside OpenAI at Agoda Ascend 2026, Agoda's summit for key hotel partners.

Senior Product Manager

06/2022 – 01/2025

Agoda · Bangkok, Thailand

- Led Payouts in Agoda's Fintech group, the systems that pay hotels and other travel partners around the world: a team of 22+ engineers across four scrum teams and a multi-year roadmap for the platform.
- Drove the revamp of the accounts payable and payout platform, reducing system load and payment risk during provider outages, and designed and launched a dedicated payout flow for partners in Japan.
- Partnered with Supply on partner bank account onboarding: approval turnaround down 48%, support escalations down 49%, and bank account decline rate down 44%.
- Saved finance operations about 2,000 hours a year with quick-win fixes delivered alongside the core roadmap, and built a self-service payouts dashboard that cut data requests from days of PM and engineering time to minutes.
- Helped select a new card issuer-processor, delivered the compliance work for a card network partnership, and presented initiatives to Agoda's CEO and senior leadership.

Assistant Vice President – Digital Product

11/2020 – 06/2022

LMG Insurance · Bangkok, Thailand

LMG Insurance was Liberty Mutual Insurance's Thailand business until Chubb acquired it in 2025.

- Senior product executive who hired and built out the Southeast Asia IT Product team, leading Product Managers in Thailand and Vietnam.
- Directly responsible for key regional projects, including building a regional API platform that lets third parties integrate with the company's services with no custom code.
- Built a strong collaborative spirit between local and global teams to keep product deliveries aligned with the organization's overall strategies and vision.
- Acted as a consultant and innovation collaborator with strategic partners on greenfield technology initiatives and new partnerships throughout Southeast Asia.
- Continuously managed and evaluated regional resources to maximize effectiveness and maintain low cost.
- Upskilled and trained the team in Agile and Product Management fundamentals.

AWARDS

Ignite Innovation Hackathon – Top 10

Liberty Mutual Insurance · 10/2017

- Created BetterTrack, a mobile app meant to reduce instances of texting and driving.
- Approx. 65 teams participated.

Ignite Innovation Hackathon – Runner Up

Liberty Mutual Insurance · 10/2016

- Created Trampoline, a peer-to-peer lending platform.
- Approx. 60 teams participated.

UNH Data Jam – Second Place

University of New Hampshire & Liberty Mutual · 11/2015

- Used Power BI and Excel to create business insights from a data set.
- Approx. 15 teams participated.

PERSONAL PROJECTS

Coupler

12/2016 – 12/2019

- Started a company that designed, developed, and released an app on iOS and Android that helped couples find other couples that shared their interests.

VOLUNTEER

Chair of Volunteering

Share Our Strength | No Kid Hungry [Site ↗](#)

10/2016 – 01/2018 · Portsmouth, NH, USA

- Recruited and coordinated 125+ volunteers for an annual charity event that raises over \$100,000 USD/year.

President

Not Too Sharp, UNH a cappella group

01/2014 – 05/2016 · Durham, NH, USA

- Coordinated over 250 hours of combined community service.

TOOLBOX

Apache Superset

Claude

MCP

Jira

Confluence

Figma

Miro

Notion

WORK EXPERIENCE

Digital Product Manager

Network Guard · Hong Kong

06/2020 – 11/2020

Network Guard is a consumer cybersecurity software company with users around the world.

- Managed the iOS & Mac applications & cross-platform conversion strategy for a well-known consumer VPN application.
- Identified ways to improve free-trial-to-paid conversion using Firebase, Google Analytics, and Miro, and turned them into funnel stories prioritized with various Scrum teams.
- Advised the organization on how to improve Agile practices and implemented changes on the iOS team that improved visibility and ease-of-work for the team and its stakeholders.
- Researched customer needs to craft vision for the next generation of device security software.

Digital Product Manager

Li & Fung (Trading) Limited · Hong Kong

11/2019 – 05/2020

Li & Fung is a Hong Kong-based company that manages the global fashion supply chain.

- Managed the roadmap of a fashion research product leveraging big data, artificial intelligence, and machine learning to predict upcoming trends.
- Conducted interviews with target users to understand their existing processes and pain points.
- Administered discovery and solutioning workshops with the Chief Digital Officer and his direct reports to align on product strategy.

Digital Product Manager

Liberty International Insurance Limited · Hong Kong

08/2018 – 10/2019

A Liberty Mutual Insurance subsidiary that handles the company's Hong Kong business.

- Managed a team of four FTEs and 15+ contractors located around the world, split into cross-functional Scrum teams, each focused on one or more products.
- Launched a modernized React Native version of the company's mobile app with an overhauled UI/UX, new features, and improved performance: 20% more use of the claims feature and a 99% decrease in crashes across iOS/Android. [App Store ↗](#)
- Led a project to roll out the company's mobile app to the Thailand operation. Conducted user interviews with locals to determine MVP and the changes needed to fit the local market.
- Launched a multi-country, cloud-native Payment Platform for consumers, brokers, and staff to pay online, eliminating manual processes and considerably enhancing PCI compliance.
- Led the redesign and re-engineering of the HK and SG websites on Drupal; key decision-maker for a Discovery and Framing workshop with representatives from across the business. [Site ↗](#)
- Launched self-service tools: an Angular web app for submitting claims without an account [EasyClaim ↗](#) and a group health quick-quote tool for SMEs and brokers that sales featured in a key broker presentation [EasyCare ↗](#).

IT Project Manager

Liberty International Insurance Limited · Hong Kong

01/2018 – 08/2018

- Transformed the company's IT operation into an Agile SDLC approach, retiring an outdated ticketing system in favor of wide adoption of Jira.
- Launched a new online travel insurance platform in approx. 3 months from inception to deployment; sales rose 900% in its first three months versus the same period a year earlier.
- Led the initial and intermediate stages of the operation's migration to the cloud leveraging AWS.
- Launched an Outsystems portal for managing the doctors listed in the company's mobile app.
- Assisted launches of an HK individual medical platform [Individual Medical ↗](#), a Solaria Labs life insurance app, and an SG critical illness platform.

Earlier roles · Liberty Mutual Insurance · New Hampshire, USA

Systems/User Interface Lead · Portsmouth, NH

04/2017 – 01/2018

Led design and front-end development of an Angular web app; presented results to the group CIO.

Process Analyst · Dover, NH

07/2016 – 04/2017

Revamped Jira use and release notes for business and IT; advised IT on adopting SAFe.

Digital Strategy Analyst Intern · Dover, NH

05/2015 – 07/2016

Created automated reports for external clients.