



David Choi

Product Manager

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PROFILE

Data-Driven Product Manager with 5+ years in digital SaaS, delivering scalable, customer-centric solutions. Expert in building products from 0-1 using quantitative analysis and AI to inform strategy. Collaborative leader driving cross-functional teams to impactful results.

PROFESSIONAL EXPERIENCE

Founder

naibl

I build working software from one studio and ship it on naibl.ca. So far that means demand-driven concerts, a music workbench, karaoke, a free research lab for stocks, multiple dropshipping stores, — all on one account, all things I needed myself. I also consult on AI implementation and best practices and deliver 0 fee custom websites for clients.

Co-Founder & President

Jun 2025 - Apr 2026

EarnLayer

Created a Model Context Protocol (MCP) contextual ad server that helps AI startups monetize applications by serving real-time ads through custom-built SDK and API integrations. Directed the platform's go-to-market strategy—including the landing page and marketing copy—while establishing zero-upfront-cost, revenue-sharing partnerships with premium advertisers like Amazon, NordVPN, Shopify and 40,000 more.

Product Manager

May 2021 - Oct 2024

RainBarrel / Krower Tech

Spearheaded the 0-1 launch of RainBarrel to deliver a privacy-compliant audience graph, scaling the engineering team from 2 to 7 while leading cross-functional alignment across engineering, design, and sales. Engineered scalable API integrations using Python, AWS Lambda, and Snowflake to activate over 12,000 public audiences across multiple DSPs. Additionally, drove market adoption by translating complex technical capabilities into customer-focused solutions at the North51 Conference.

Area Operations Manager

Apr 2020 - May 2021

Amazon

Directed operations for over 200 associates, consistently hitting productivity targets to secure the #1 quality metrics across all North American fulfillment centers in 2020. Leveraged Python and AWS CloudWatch to build real-time analytics dashboards predicting a daily flow of 250,000 units, while driving process improvements that reduced incidents by 80% and saved \$20,000 in monthly labor costs.

Mobile Applications Developer Coop

Apr 2018 - Jun 2019

Ericsson

Developed and shipped Objective-C features for the Ericsson Indoor Planner iOS app, enabling critical 5G small sales. Designed and implemented robust test automation frameworks using Jenkins and Selenium, increasing overall web application reliability and deployment efficiency.

EDUCATION

BASc, Engineering Physics and Computing — Queen's University

2020

SKILLS

Entrepreneurial

Startup Strategy, Go-to-Market, Partnerships, Fundraising

Technical

AI/ML Integration, API Development, Cloud Architecture, Product Development

Leadership

Team Building, Strategic Vision, Business Development, Customer Acquisition

CERTIFICATIONS

AI Product Manager Professional

IBM · 2025

AI Fluency: Frameworks & Foundations

Anthropic

LEADERSHIP

Ericsson

Co-op Captain: Organized events for 70+ co-ops.

Amazon

Event Management: Coordinated events for 1500+ employees.

RainBarrel

Events: Planned, managed and spoke at company events and conferences.