

James Chang

Senior Product Manager

Founder,

Aleph Co.

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A career of product instinct. Shipping now at AI speed.

Work

Eight products in production across compliance SaaS, AI experiments, marketplaces, native mobile, karaoke, and long-form publishing. Several have deep-dive pages — roadmaps, changelogs, architecture — mirrored at [/work/](#).

Aleph Compliance

Product compliance for US importers. FDA FSVP, CPSIA/CPC, California Prop 65, multi-state PFAS — one platform.

Bahtzang Trader

AI trading-decision experiment using Claude Sonnet. Paper-trading sandbox — not a live trading service.

TableDrop

Restaurant reservation marketplace. Sellers list hard-to-get tables, buyers purchase them. Next.js + Stripe + Playwright.

The Fantastic Leagues

Fantasy baseball with league-context AI. 26 feature modules, 730 tests, 8 AI features (Gemini + Claude), live auction WebSockets.

The Judge Tool

Digital KCBS BBQ competition judging. Real-time tabulation, audit trails, 16,424 LOC + 113 tests shipped in 20 days.

KTV Singer

YouTube-powered karaoke system. Phone & Apple TV pairing, synced lyrics, shared queue. Expo + SwiftUI + Express + Socket.IO + Supabase. Seven-repo monorepo.

Tastemakers

iOS restaurant-review app. 1,000+ downloads in 3 months with no paid acquisition. Laravel 8 + PostgreSQL + Redis + Firebase push; Google Places + Foursquare APIs. Currently paused.

The Thirsty Pig

Food and travel blog since 2007. 2026 rebuild: 923 posts recovered from the Wayback Machine, 1,649 Instagram posts archived, 2,900+ pages.

Summary

Fifteen years sourcing products across Asia and the US — at YETI, at Cheng Loong in Shanghai, at AT&T Wireless — taught me what real importers need. Then Senior PM at Gannett/LocaliQ, where I took Scheduling from 0 to 4,900 users in year one and picked up SEO and GenAI ownership along the way.

Now I combine both — founding Aleph Co. to build compliance tooling for the sourcers I used to be, while shipping six other products in parallel because the operator problems I know best aren't confined to one market.

MBA from USC Marshall (2012), CSPO, and a lifetime food blog at The Thirsty Pig. Based in Los Angeles.

Experience

Aleph Co. (Pasadena Works LLC) — Founder & Operator

Sept 2025 – Present · Los Angeles, CA

- Founded and operate Aleph Compliance, a B2B SaaS platform for US importers covering FDA FSVP, CPSIA/CPC, California Prop 65, and multi-state PFAS regulations.
- Shipping six other products in parallel under Aleph Co. — see Work for the portfolio and /work/ for deep-dives.

LocaliQ / USA Today Network — Senior Product Manager

Mar 2022 – Oct 2024 · Woodland Hills, CA

- Owned Scheduling end-to-end as Senior PM — product strategy, roadmap, discovery, and launch — leading a cross-functional pod of engineering, design, QA, and Customer Success partners.
- Reached **4,900 free + 400 paid accounts in year one** against an internal plan projecting meaningfully smaller numbers. Shipped **8,000+ booked appointments in the first six months** via Google Calendar, Outlook, and SMS integrations — the things competitors paywalled, which I argued for over AI-rule features that later got added in v2.
- Picked up product ownership of LocaliQ's SEO offering and its GenAI/Jasper tooling in the same window; defined the KPI + instrumentation layer that fed Sales and CS dashboards across the revenue org.
- **Press & bylines:** Gannett/USA Today press release (Dec 2022) · Appointment Scheduling Simplified, LocaliQ Blog (Feb 2023).

Sunrise Integration — Product / Project Manager

Dec 2019 – Jun 2020 · Los Angeles, CA

- Managed WarehouseConnector.com product and integration delivery for OMS/ERP/CRM/WMS workflows used by logistics operators.
- Led platform migrations (**Magento → Shopify**) and ERP modernization initiatives (**NetSuite**); coordinated requirements, dependencies, and UAT.
- Ran stakeholder demos and acceptance testing to drive adoption and minimize regression risk.

Movley — Product / Operations Manager (now Ops Ninja)

Jun 2019 – Nov 2019 · Los Angeles, CA (Remote)

- Delivered operational dashboards for manufacturing inspections and overseas fulfillment workflows.
- Built and managed distributed operations teams (China, Philippines) supporting U.S. manufacturing customers.

MEDL Mobile — Product / Project Manager

Apr 2018 – Dec 2018 · Irvine, CA

- Led requirements, QA, and App Store submissions for mobile apps across consumer and emerging-tech engagements.
 - Coordinated cross-functional delivery for multiple shipped applications under tight timelines and external stakeholder expectations.
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Education

USC Marshall School of Business

Master of Business Administration (MBA), 2012. Class President.

Certifications

Certified Scrum Product Owner (CSPO), Scrum Alliance · 2019

Product Management Certificate, Product School · 2018

Skills

Product: 0→1 development, roadmapping, discovery & user research, A/B testing, GenAI integration, native-mobile PM

Tools: Jira, Linear, Productboard, Figma, Notion, Confluence, Slack, Mixpanel, Google Analytics 4, Appcues, Shopify, Prisma, Supabase, Stripe, Claude API, Claude Code, Cursor, GitHub, Postman, Vercel, Railway

Engineering (hands-on): TypeScript, Python, Next.js, Astro, Tailwind, FastAPI, Socket.IO, Prisma · **AI-assisted development** (Claude Code, MCP, agent workflows)

Domains: B2B SaaS, regulatory compliance, fantasy sports, food & dining, global supply chain & sourcing

Languages: English (native), Mandarin (verbal fluency), Taiwanese (verbal fluency)

Volunteer Experience

Chinese American Museum Board Member

Feb 2026 – Present · Los Angeles, CA

Serving on the board of the Chinese American Museum in downtown Los Angeles, the first museum in the United States dedicated to the history and ongoing story of Chinese Americans.

Kansas City Barbeque Society Certified Barbeque Judge (CBJ) · Lifetime Member

2022 – Present

KCBS-certified Barbeque Judge since 2022. Lifetime member; judged 12+ sanctioned competitions. The domain knowledge behind building The Judge Tool.

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jimmychang316@gmail.com · [Let's find time to chat \(https://calendly.com/jimmychang316/40minvideocall\)](https://calendly.com/jimmychang316/40minvideocall) ·

[LinkedIn \(https://www.linkedin.com/in/jimmychang316\)](https://www.linkedin.com/in/jimmychang316) · [GitHub \(https://github.com/thirstypig\)](https://github.com/thirstypig) · [Résumé \(PDF\)](#)

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