

Zihao (Lanny) Li, PMP

Product Manager | MVP | GTM | Roadmap | SaaS | AI | ML | IoT | B2B | B2C | PMP Certified
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SUMMARY

Strategic Product Manager and Co-Founder with 6+ years leading **0-to-1 AI product launches** across regulatory technology, enterprise data platforms, and PropTech — spanning MLOps optimization, stakeholder alignment, and deterministic-first AI architecture.

Building HouSmart, a production-grade AI PropTech platform applying **multi-agent pipelines**, **LLM harness engineering**, and post-output validation layers to a \$3.5T market. At UBS, drove **25+** internal products and **150+** shipped features and enhancements, including an AI regulatory agent for FINRA CAT compliance and a cloud-based data warehouse — contributing over **\$10M** in combined annual savings through automation, regulatory fine avoidance, and operational efficiency.

PROFESSIONAL EXPERIENCE

HouSmart

Co-Founder & CTO | 01/2026 – Present

Achievement:

- Co-founded and shipped production-grade AI PropTech platform targeting the **\$3.5T** U.S. residential real estate market; led full-stack architecture, owned **end-to-end AI product lifecycle** from hypothesis to production, and delivered live MVP across an 8-person cross-functional team.
- Architected **deterministic-first generative AI engine** combining **LLM-augmented multi-agent pipelines**, **RAG**, and post-output validation guardrails — applying AI evaluation frameworks and **hallucination detection** to ensure trustworthy outputs in high-stakes investment decisions.
- Drove seed funding strategy, P&L ownership, and three-tier pricing architecture; led model selection across multi-model reasoning systems and ran cost-benefit analyses to optimize the GenAI infrastructure stack through **harness engineering**.

Responsibility:

- Own product and technology leadership — system architecture, AI pipeline development, ML workflow spanning annotation through productionization, and cross-functional delivery with **OKR-driven milestone tracking**.
- Lead executive stakeholder communications with investors, model providers, and advisors; translate complex AI architecture into investor-grade business narrative for VC pitches and accelerator applications.
- Conduct continuous customer discovery with real estate investors, translating pain points and industry trends into architecture decisions and roadmap priorities across the full product lifecycle.

UBS Group

Product Manager, US Regulatory | 09/2024 – Present

Achievement:

- Led **0-to-1** development of an internal AI regulatory agent automating FINRA CAT exception reconciliation, classification, and correction; designed a **multi-agent pipeline** (Planner / Executor / Evaluator) with **deterministic-first architecture** and **LLM augmentation** — reducing manual exception-handling by **80%** and controlling regulatory error rate within **1%** steady-state and **3%** on peak-volume days, well below acceptance-layer thresholds.
- Drove cross-functional adoption across compliance, supervisory, and engineering teams via sprint planning, supervisor enablement, and structured sign-off workflow design — delivering **40-60%** FTE efficiency gain, collapsing exception **MTTR** from 4-12 hours to under **60** minutes, and contributing an estimated **\$3-4M** in annual savings through fine avoidance and operational efficiency.
- Led Agile collaboration with engineering and data science teams to deliver incremental enhancements, integrating 8+ data sources into scalable reporting workflows under evolving regulatory requirements.
- Launched real-time CCO-grade governance dashboards (**Tableau/Power BI**) using iterative prototyping, customer journey mapping, and continuous feedback loops, enabling visibility into error rate, MTTR, and Rapid Remediation compliance for **300+** internal stakeholders.

Responsibility:

- Owned the end-to-end product lifecycle — from product vision and user stories to roadmap prioritization, Agile sprint planning, and post-launch optimization; tracked product **OKRs** and **P&L** impact across the delivery lifecycle.
- Collaborated with **executive stakeholders**, senior leadership, and regulatory partners to align product vision and strategy with compliance mandates and enterprise objectives, driving clear prioritization and risk-aware decision-making.
- Conducted **50+** stakeholder interviews and user-research sessions to translate pain points into actionable requirements, automating repetitive workflows and accelerating user adoption through continuous discovery and iterative validation.

UBS Group

Product Manager, Risk Governance | 08/2021 – 09/2024

Achievement:

- Led **data platform enablement** across the operational risk function, launching 23 internal data assets that powered **60+** product owners across multiple sectors and reduced reporting turnaround by **70%+** for **4,000+** enterprise users; drove an estimated **\$7-8M** in annual savings through reporting automation, procurement spend optimization, and governance streamlining.
- Designed the **cloud adoption** product roadmap to modernize operational risk workflows and implemented a service management automation framework that reduced technical debt by **35%** and enabled **90%+** self-service adoption for downstream consumers.

Responsibility:

- Identified strategic gaps and growth opportunities in data engineering and operational strategies, crafting data-driven roadmaps and MVPs for dynamic procurement and onboarding.
- Partnered with engineering to automate service management workflows across **4** operational sectors.

EDUCATION

University of North Carolina at Chapel Hill — Chapel Hill, NC

- MS in Information Science (GPA 4.0/4.0) | 08/2018 – 05/2020
- BS in Information Science & Economics (GPA 3.7/4.0) | 08/2014 – 05/2018

SKILLS & CERTIFICATIONS

- Certification:** Project Management Professional (**PMP**), Tableau Certified Associate, ITIL 4 Foundation, IBM Data Science Pro
- Product Management:** 0-to-1 Product Launch, Roadmap Design, MVP Development, Go-to-Market (GTM) Execution, Agentic AI Product Lifecycle, A/B Testing, OKRs, P&L Ownership, Agile Planning
- AI / Technical:** LLM Architecture, Prompt Engineering, Harness Engineering, AI Evaluation, Multi-Agent Systems, PyTorch, LangChain, Python, SQL, Tableau/Power BI, FastAPI, Supabase, Cloud Architecture, Figma, Anthropic Claude API
- Domain Expertise:** AI Product Strategy, Regulatory Reporting, FinTech, PropTech, SaaS, Customer Discovery, Stakeholder Management