

CHRISTINE YU

ENTERPRISE STRATEGY & INNOVATION LEADER

Driving global growth through change activation, adoption, and organizational resilience



Dublin, California



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MEDIA

[Visa's APM Program Launch](#)

CORE COMPETENCIES

- Sales Enablement & Activation
- GTM Strategy & Execution
- Change & Transformation Leadership
- Competitive Intelligence & Market Expansion
- KPI/OKR Development & Tracking
- Product Marketing & Storytelling
- Cross-Functional Leadership & Team Development
- Data Analytics & Business

EDUCATION & CERTIFICATIONS

BACHELOR OF BUSINESS
ADMINISTRATION (HONORS)
Laurentian University, Canada
2012

PRODUCT STRATEGY
CERTIFICATE
Kellogg School of Management
2024

PROSCI® CERTIFIED
CHANGE PRACTITIONER
Prosci
2023

CANADIAN SECURITIES
COURSE
Canadian Securities Institute
2012

HUMAN RESOURCES
CERTIFICATE
Georgian College
2008

EXECUTIVE SUMMARY

Enterprise transformation leader with 15 years of progressive leadership experience guiding Fortune 500 companies and high-growth ventures through complex change. Experienced across strategy, enablement, and business development, with a record of driving global programs that connect commercial strategy with execution. Known for shaping change activation strategies that build confidence, accelerate adoption, and create practices that endure. Recognized for connecting patterns across people, technology, and markets to turn complexity into clear, actionable strategies that drive operational excellence and lasting impact. Results are not only measured in revenue metrics, but in stronger alignment, faster execution, and resilient systems that continue to deliver long after implementation. A trusted partner to executives and global teams, known for leaving behind frameworks, talent pipelines, and cultures of collaboration that enable organizations to thrive in uncertainty and scale with confidence.

PROFESSIONAL EXPERIENCE

DIRECTOR, GLOBAL SALES ACTIVATION (VAS)

FEB 2025– PRESENT

Visa Inc. – Foster City, CA

- Act as a trusted partner to regional GTM leaders in North America, LAC, and APAC, shaping and activating solution-led sales plays that balance global strategy with regional priorities and support achievement of forecasted AANR targets across named priority products.
- Designed and embedded change activation frameworks that improved adoption of sales plays across multiple regions, reducing seller friction and acceleration TAP-to-opportunity conversion.
- Partnered with GTM leaders to drive activation strategies supporting attainment of multi-hundred-million-dollar AANR forecasts across named priority products and growth solutions, including risk management, customer engagement, and post-purchase experience, ensuring enablement plans translated to measurable revenue impact.
- Accountable for driving progressive 10% improvements in TAP-to-opportunity conversion rates with each activated sales play in every region through activation analytics, seller engagement models and adoption monitoring.
- Acted as a consultative advisor, channeling regional feedback into global planning to shape enablement priorities, tooling investments, and long-term resourcing strategies.
- Partnered cross-functionally with Global Sales & Commercial Operations, sales training, content, and seller experience teams to align operating models and strengthen sales readiness at scale.
- Collaborated with global counterparts overseeing other regions to establish structure, consistency, and cross-regional alignment while sharing insights that strengthened global activation programs.
- Translated regional lessons into enterprise-wide best practices and playbooks, building specialist seller communities to represent regional needs and accelerate adoption.
- Established KPI frameworks and reporting to measure sales play effectiveness, linking enablement performance to AANR, TAP conversion, and pipeline health metrics to drive continuous improvement.
- Piloted AI-powered competitive intelligence platforms (Klue, Kompyte), embedding automated regionalized insights into sales motions and designing dynamic battlecards that reduced deal cycle times and improved win rates.

SR. CONSULTANT, PRODUCT MGMT OPERATIONS

NOV 2022 – FEB 2025

Visa Inc. – Foster City, CA

- Founded and scaled Visa Product School, Visa's first global learning and development program for product managers, reaching 3,000+ learners and 900+ global community, directly contributing to retention and performance improvement across product teams.
- Launched professional development programs to upskill product managers, including Visa's first program dedicated to emerging digital tools and AI.
- Directed global training and enablement strategy for Product Lifecycle Management (PLM) across Value-Added Services and Consumer Payments, Data and Platform, improving adoption and operational alignment.

LEADERSHIP & COMMUNITY

LEADERSHIP SPEAKER
(PROP TECH)
On Deck
2022

MARKETING & BRANDING
MENTOR
Founders Fund Canada
2019-2021

PRESIDENT, BOARD
MEMBER
Purpose Forward
2021-2022

VICE PRESIDENT,
COMMITTEE CHAIR
Women's Habitat of Etobicoke
2018-2019

TECHNICAL SKILLS

AI & Analytics: Generative AI (ChatGPT, Microsoft Copilot, Claude), Tableau, Power BI, SQL, AI-drive competitive intelligence (Klue, Kompyte)

Sales & Enablement Platforms: Salesforce, Microsoft Dynamics, HubSpot, LinkedIn Sales Navigator

Collaboration & Execution: Microsoft 365, Google Workspace, Slack, Teams, Jira, Confluence, Asana, Mural, Figma, Airtable

Learning & Digital Experience: Compass/ High Spot, LearnUpon, Nomadic, Shopify, Squarespace, Wix

LANGUAGES

English (Native)
Cantonese (Proficient)
French (Basic)

- Rebuilt and reimagined Visa's Associate Product Manager (APM) Program with a bold new vision, achieving 100% retention across three cohorts and establishing a sustainable pipeline of future product leaders.
- Pioneered adoption of AI-driven tools and automation frameworks within product management enablement programs, equipping global practitioners to integrate AI/ML into workflows and decision-making.

CHIEF OPERATING OFFICER

NOV 2021– OCT 2022

SDR Nation (Acquired by Sylva) – Toronto, ON

- Directly contributed to the company's acquisition by scaling operations, developing new sales channels, and onboarding 10+ B2B customers within the first year.
- Managed the full sales pipeline and optimized processes that increased revenue by 50% and improved conversion rates by 45%, while reducing costs by 20%.
- Reengineered KPI frameworks and applied CRM insights to anticipate market shifts, positioning SDR Nation for stronger buyer engagement.
- Developed an innovative SDR learning curriculum, bringing in world-class guest speakers from Silicon Valley and abroad, elevating member experience and positioning SDR Nation as a global community for SDRs and SDR leaders.
- Enhanced member satisfaction by 30% through data-driven pricing and membership models, KPI tracking, and community health initiatives, strengthening overall customer retention and community growth.

SR. IMPLEMENTATION MANAGER

NOV 2019 – OCT 2020

InputHealth (Acquired by Telus Health Canada). – Toronto, ON

- Led global implementation for InputHealth's CHR SaaS, aligning sales, product, and healthcare partners to accelerate adoption in government and provincial markets.
- Designed and launched a new "Express" version of the CHR – a more self-serve product offering that expanded market reach and lowered adoption barriers for smaller healthcare providers.
- Supported business development efforts by contributing to client contract negotiations and securing key government and provincial healthcare partnerships across Canada and United States.
- Developed and executed scalable GTM and onboarding strategies aligned to market demands and customer needs.
- Established and tracked operational KPIs and project management metrics to ensure on-time, on-budget delivery.
- Partnered with client services to define and monitor client satisfaction KPIs, driving continuous improvement in customer experience and retention.
- Built and refined the product delivery lifecycle and structured a cross functional team including application specialists, product specialists, and data specialists to deliver a world class customer experience.
- Introduced automation and workflow redesign within client implementations, while developing a change management framework that ensured successful adoption and integration – reducing manual processes for healthcare providers and enabling faster onboarding and driving lasting operational improvements.

SR. PROGRAM MANAGER / PROJECT DIRECTOR

SEPT 2015 – MAR 2019

The Hospital for Sick Children – Toronto, ON

- Directed strategic initiatives and portfolios to improve patient care and operational efficiency across departments.
- Managed implementation of the Epic Health Information System for 6,000+ staff, leading a 600-person Super User program to ensure adoption success.
- Spearheaded the planning and coordination of the hospital's newest research tower build, aligning stakeholders and resources to deliver a cutting-edge facility supporting advanced medical research and innovation.
- Chaired the Executive Steering Committee for Program Dose, guiding cross-departmental collaboration and technology alignment to improve healthcare delivery and patient outcomes.

FOUNDER

JAN 2012 – JAN 2017

Edzin Media Corp. – Toronto, ON

- Built and scaled a full-service digital marketing and creative services consulting agency delivering SaaS and web design solutions to SMB businesses and entertainment clients, gaining early expertise in brand storytelling, client acquisition, and cross-functional team leadership.