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## **AI PRODUCT LEAD | Enterprise Platforms & Customer Experience**

**TESLA** | Palo Alto, California

**Product Lead, AI & Communications** (Staff Project Manager)

**April 2025 - Present**

- Owned the product roadmap and strategy for Tesla Assist (GenAI Chatbot), driving 8,500+ vehicle orders and 6,000+ demo drives directly via chat. Reduced human-handoff rate by 50% through iterative intent-modeling and UX improvements.
- Conceptualized and launched Uhura, Tesla's first internal GenAI analytics platform. Leveraged LLMs to process unstructured customer sentiment from [X.com](#) and YouTube, enabling early escalation detection and reducing time-to-insight for the safety and brand teams.
- Led the technical integration of GenAI features into internal Sales & Ops CRMs, reducing agent communication drafting time by 80% and increasing QoQ Customer Satisfaction (CSAT) by 10%.
- Spearheaded the platform strategy for a centralized RAG (Retrieval-Augmented Generation) content engine. Resolved data fragmentation by aligning cross-functional stakeholders on a single retrieval endpoint, successfully delivering the staging environment by Q2'25.
- Directed a strategic infrastructure migration from legacy vendors (Avaya) to a custom stack (PACE), projecting multi-million annual savings. Implemented dynamic personalization in communication templates, directly correlating to a lift in CSAT.

**Sales & Operations Management Roles**

**May 2023 - April 2025**

- Rapidly promoted through roles leading regional sales and delivery operations in CA. Optimized delivery funnel processes and drove region to #1 worldwide in CSAT for vehicle deliveries.

**SERVICETITAN** | Los Angeles, California

**Senior Manager, Field and Sales**

**Jan 2023 - Feb 2023**

- Tripled the size of the Field Sales arm to lay groundwork for SMB and International expansions.
- Built GTM playbooks for the newly formed Events team to grow upsell and new market opportunities.

**Senior Manager, Sales Development**

**2018 - Jan 2023**

- Generated \$50MM in pipeline ARR.
- Managed a department of six direct managers and 75+ Sales Development Representatives.
- Accelerated IC ramp period from 5 months to 6 weeks.
- Exceeded CMRR quota for ramping SDRs by 154%.

**BAMKO** | Los Angeles, California

**Sr Account Executive**

**2016 - 2018**

- Signed a \$7MM multi-year contract with Tesla to design and supply technical uniforms and equipment for global retail salesforce, manufacturing workers, and service center employees.
- Exceeded quota of \$750,000 in revenue for consecutive years.

**APPLE** | New York, NY

**Apple Solutions Consultant**

**2011 - 2015**

- Grew total revenue to \$15MM annually within the largest Best Buy market in the US, outperforming peers by 18%.
- Achieved 1st place performance metrics across New York Metro area and Top 10 performance nationwide.
- Increased high-margin Accessory Business revenue 186% YoY, an integral part to increasing profits.