

Desheng Lu

Enterprise AI Product & Portfolio Leader | 0-to-1 Platforms | Agentic AI | Product Strategy & GTM

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SUMMARY

Enterprise AI and GenAI product leader with 9+ years building 0-to-1 enterprise, B2B, and consumer products across procurement, supply chain, advertising, retail, and connected devices. At Unilever, lead product strategy, business cases, portfolio operating mechanisms, global evaluation, and production-readiness decisions for an approximately €4M AI portfolio serving an approximately €3B global supply-chain and procurement organization. Conceived and advanced three 0-to-1 platforms from MVP toward enterprise technology handoff; previously co-founded Trumen.World and co-led founder-level management of a 10+ person startup team.

~€4M AI PORTFOLIO | ~€3B ORG SERVED | 3 PLATFORMS | 4 PMs + 20 ENGINEERS | 300-500+ UAT / INITIATIVE

PROFESSIONAL EXPERIENCE

Unilever | Horizon 3 Lab, *AI Product & Portfolio Lead*, Toronto, Canada May 2025–Present

- Lead **AI product and portfolio strategy, business cases, roadmap priorities, and resource-allocation recommendations** across an **approximately €4M portfolio** serving Unilever's **approximately €3B global supply-chain and procurement organization**.
- Rationalized standalone agents, experiments, and initiatives into **three 0-to-1 enterprise AI platforms**: multi-tier supply-chain and risk intelligence, negotiation intelligence, and a procurement AI hub after evaluating user value, reuse, data readiness, cost, security, scalability, and delivery tradeoffs.
- Established **portfolio-wide AI evaluation, governance, and release criteria** across accuracy, groundedness/hallucination, latency, cost, security, professional quality, workflow performance, and human review; partner with engineering on retrieval, knowledge-system, model, and agent-workflow tradeoffs while engineering owns implementation.
- Lead matrix product decisions across **4 PMs, 20 engineers, and approximately 40 business stakeholders and SMEs**; major initiatives engage **300–500+ global evaluation/UAT participants** and progress **from MVP toward enterprise technology handoff**.
- Led productization of reusable data access, retrieval patterns, tools, skills, evaluation, and orchestration; one market-intelligence workflow synthesizes **300+ external sources**, while selected agentic workflows reduce analysis cycles **from weeks or months to days during enterprise evaluation**.
- Built **executive business cases and portfolio narratives that shaped investment direction**, including reframing isolated supplier-intelligence utilities into a strategic multi-tier risk platform; created the portfolio operating model across review cadence, quality bars, ownership, escalation, capacity planning, and backup ownership while mentoring PMs and engineers.

Trumen.World, *Co-Founder & Head of Product*, Canada / Remote Apr 2023–May 2025

- Co-founded and led product, GTM, marketing, and operations; led a cross-functional team of **10+ members** across product, engineering, design, marketing, and operations to deliver a **0-to-1 AI advertising MVP in approximately three months**.
- Grew the **community to 45K+**, established **30+ retail partnerships**, and helped secure **approximately \$500K in strategic investment**; selected in-store campaigns reached **up to 90% conversion among engaged users** and **up to 3x lift versus baseline campaign benchmarks**.
- Owned product vision, roadmap, MVP scope, voice of customer (VOC), usability testing, experimentation, launch, and commercialization for recommendation, contextual targeting, retrieval-augmented generation (RAG)-enabled ad creation, and conversational experiences; set evaluation criteria across relevance, semantic quality, brand safety, user feedback, and human review.
- Co-led **founder-level people management** across recruiting, hiring, role design, compensation/equity, performance, retention, and personnel decisions.

PROFESSIONAL EXPERIENCE (CONTINUED)

Loblaw Companies Limited, *Supply Chain Product Manager*, Canada Jul 2022–Aug 2023

- Led product roadmap and cross-functional delivery for a **B2B vendor platform serving 3,000+ partner organizations and 80,000+ users** across supply-chain planning, reporting, and operational workflows while **mentoring a junior colleague through project execution**.
- Reduced **reporting effort by 80% and support-ticket volume by 50%** through self-serve analytics, automated query support, and redesigned reporting workflows.
- **Identified a 25% improvement in targeted supply-chain workflows** and framed an **estimated \$20M annual savings opportunity** through an AI-enabled supply-chain roadmap presented to leadership; translated vendor pain points and VOC research into prioritized requirements, success metrics, and rollout sequencing.

Landun Group, *Product Manager*, United States / Remote May 2020–Jun 2022

- Led product strategy, roadmap, GTM, and a **seven-person cross-functional team** for ML-enabled smart-home security spanning connected devices, computer vision, and mobile experiences; launched a smart door lock with computer-vision safety features, contributing to **40% growth in flagship-product market share**.
- Applied **A/B testing and user-behavior analysis** across onboarding and product experiences, **improving user adoption by 35%**; shaped the roadmap for voice interaction, computer vision, personalized recommendations, and broader IoT integration.

Meritor, Inc., *Product Owner* 2019–2020

- Owned product requirements and workflow design for **inventory planning, forecasting, and automated analysis across approximately 30,000 part numbers**; partnered with supply-chain, operations, and sales stakeholders on planning visibility and allocation decisions.

Johnson & Johnson, *Product Analyst* 2018–2019

- Supported **procurement analytics, vendor-performance analysis, purchase-order tracking, and KPI dashboards** for supply-chain and business stakeholders.

Sino Shield Co., Ltd., *Product Analyst* Jan 2016–Jan 2018

- Built analyses spanning **demand, inventory, supplier lead time, and warehouse performance** to support operating decisions and process improvement.

EDUCATION

Michigan State University, Eli Broad College of Business | B.A., Supply Chain Management

Fanshawe College | Graduate Certificate, Logistics & Supply Chain Management

PROFESSIONAL DEVELOPMENT

AI Product Manager | Product Manager Accelerator, 2023

Generative AI Leader | Google Certificates, 2026

SKILLS

AI & Technical: AI Product Management, Enterprise AI, Generative AI (GenAI), Agentic AI, AI Agents, Retrieval-Augmented Generation (RAG), Large Language Model (LLM) Applications, AI Evaluation & Governance, Responsible AI, Human-in-the-Loop, Knowledge Systems, Computer Vision

Product & Business: Product Portfolio Strategy, Portfolio Prioritization, Business Cases, Product Roadmaps, Product Requirements Documents (PRDs), 0-to-1/MVP, Product Discovery, Voice of Customer (VOC), Metric Trees, Experimentation, GTM, Commercialization, B2B/B2C Platforms

Leadership & Delivery: Matrix Leadership, Executive Alignment, Resource Allocation, Capacity Planning, Global User Acceptance Testing (UAT), Production Readiness, Stakeholder Management, Agile/Scrum

Data & Tools: SQL/MySQL, Python, Power BI, Azure DevOps, Jira, Figma, Git