

Michael Yap

Executive Leadership Profile

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EXECUTIVE POSITIONING

Michael Yap is a founder, product leader, AI systems builder, and growth operator who helps businesses turn ambiguity into clearer products, stronger positioning, and more reliable execution. He is most useful in roles where product judgment, commercialization, user psychology, workflow design, and cross-functional leadership need to move together.

LEADERSHIP FIT

- Product leadership roles that need both product strategy and commercial judgment.
- AI product or systems leadership roles that need practical, human-centered execution.
- Growth or GM-style roles where positioning, onboarding, monetization, and workflow clarity are tightly connected.
- Founder-adjacent or transformation roles where ambiguous opportunities need to become usable products and repeatable systems.

SELECTED SCALE AND IMPACT

- \$50M+ in e-commerce sales environments.
- Paid media responsibility up to \$50K per day.
- 100K+ subscribers across brands and companies.
- Former world's highest-paid Amazon Kindle publisher.
- Contribution to a #1 Health and Fitness app.

WHAT HE BUILDS

- Product direction, onboarding, positioning, and trust surfaces for new ventures and growth-stage ideas.
- AI-assisted workflows, internal copilots, and business systems that improve speed, clarity, and decision quality.
- Growth systems spanning messaging, funnels, lifecycle thinking, and conversion performance.
- Audience and content systems shaped by reader psychology, packaging, and repeat engagement.

LEADERSHIP STYLE

- Operates comfortably across product, growth, content, commercialization, and workflow design.
- Works well in environments that need senior judgment, fast iteration, and founder-level ownership.
- Prefers clear user promises, practical business value, and measurable improvement over abstract innovation language.

RECOMMENDED USE

- Send with one selected role-specific resume, not with all three resumes at once.
- Use as an add-on leadership summary, not as the replacement file when an ATS or HRIS expects a formal resume upload.
- Use as a client-facing summary when a recruiter wants faster clarity on leadership scope and fit.
- Keep the executive bio as the narrative companion and the selected resume as the formal application document.

EXECUTIVE SEARCH NOTE

If a client or search firm requires a traditional reverse-chronological executive resume with exact employer dates, use this profile as supporting context rather than as a substitute. Keep one selected resume as the formal base file and request the targeted executive-search version directly instead of forwarding multiple resume variants.