

Michael Yap

Product Leader | Publishing, Discovery & AI Consumer Products

Vancouver, BC, Canada | (778) 985-8557 | michael.yap.87@gmail.com
michael-yap.univenturestudio.com | linkedin.com/in/michaelyap

SUMMARY

Founder/operator with unusual overlap across publishing, content packaging, consumer psychology, audience building, and AI-enabled product systems. Brings strong instincts for discovery, engagement, product shaping, and commercialization where story and retention both matter.

LEADERSHIP FIT

Publishing and reader psychology

Content discovery instincts

AI product strategy

Growth experimentation

Audience and lifecycle systems

Brand-led consumer product thinking

RELEVANT EXPERIENCE

Publishing Systems Builder

Digital books and content packaging

Former world's highest-paid Amazon Kindle publisher with deep experience in reader psychology, demand discovery, digital packaging, and content that converts attention into repeat consumption.

Founder, Univenture Studio

AI-native consumer product portfolio

Build focused consumer product concepts, creator-adjacent tools, and brand worlds where positioning, memory, and repeat engagement matter as much as the feature set.

Growth and Monetization Operator

Acquisition, conversion, and lifecycle

Combine product thinking with strong growth instincts across SEO, messaging, lifecycle flows, paid media, offer design, and experimentation.

AI Systems Builder

Content and workflow intelligence

Build AI-powered operating systems, content workflows, knowledge tools, and internal assistants that help teams move faster without losing editorial judgment.

RELEVANT PRODUCT AREAS

Book Publishing Empire: reader-first publishing and content packaging systems.

Audience development systems: growth, packaging, and repeat-engagement thinking across content brands.

Brand worlds: experience shaping across product, positioning, and repeat engagement.

AI content systems: support, knowledge, and operating tools for content-driven teams.

WHAT I BRING

- 100K+ subscribers across brands and companies.
- \$50M+ sales generated across digital and e-commerce ecosystems.
- A blend of storytelling, growth, and product execution.