

# Jonathan Soh

Head of Product & AI Innovation, StoreHub

jsohhc@gmail.com +65 8742 7842 jonsoh.dev

· GM, StoreHub Pay

linkedin.com/in/josoh github.com/jon-snoh Singapore

Product leader who builds. 14 years across Shopee, Gojek, Standard Chartered, and two payments exits. Currently shipping AI-native commerce at StoreHub — built and launched **StoreHub Pay** as a Payment Facilitator under Adyen's TPA license in under three months, and reorged the product team onto a single AI stack (Claude Code + Codex) where every PM ships their own prototypes.

## EXPERIENCE

### Head of Product & AI Innovation · GM, StoreHub Pay

Mar 2025 – Present

StoreHub · Kuala Lumpur / Singapore

- Built and launched **StoreHub Pay** as a Payment Facilitator under Adyen's TPA license in under 3 months from concept to first live merchant (Apr 2026). Built the regulatory underwriting, fund-flow ownership, KYC/KYB pipelines, risk monitoring, and merchant onboarding stacks ground-up.
- Reorged StoreHub product onto a single AI stack — **Claude Code + Codex only**, every other tool deprecated. Redefined the PM contract: every product manager ships their own prototypes and working solutions. Merged designers into product. Result: features ship in weeks, not months.
- Rebuilt StoreHub Pay's market sizing with a bottom-up, merchant-by-merchant TAM methodology — anchored in real per-merchant card-volume data, interchange-aware unit economics, and scenario-tested merchant ramps. Now the single source of truth for board reporting, pricing, hiring, and roadmap decisions.
- Bundled Pay default-on with the POS and deprecated legacy third-party terminals — converting StoreHub's POS base into the Pay merchant pipeline and unlocking lending as a Phase 2 monetisation lever (moat: auto-deducted loan repayments from settlements).
- Accountable for the full StoreHub product portfolio (POS, BackOffice, Pay, internal solutions), and lead the PM team across all squads.

### Manager, Regional Business Analysis (Product)

Oct 2023 – Feb 2025

Yara Asia · Singapore

- Started a new Product Business Analysis function — built a team of 4 analysts across APAC and Africa supporting B2B agritech eCommerce ventures.
- Owned the 2024–2025 product strategy and roadmap for Yara Africa and Asia, setting category targets and feature sequencing.
- Reduced time-to-market for product features by 60% by introducing a discovery → spec → ship cadence and standardising data instrumentation.

### Head of Growth

Aug 2022 – Oct 2023

Cococart · Singapore

- Rebuilt the Coco+ product offering — enabling SMEs to automate their marketing stack at a fraction of agency cost.
- Launched an influencer-led acquisition programme that grew merchant signups **>12% MoM at 19% lower CAC**.
- Drove **+10% MRR growth with no ad spend** via pricing experimentation and localisation.

### Managing Director

Apr 2021 – May 2022

Deskimo · Singapore

- Led the team to **>\$50K MRR in under 12 months**.
- Shipped 3 product features that drove **+138% revenue growth in 2 quarters** post-launch.
- Closed 40 partnerships with office & coworking spaces in Singapore; built the marketing funnel that drove **~40% MoM user growth**.

### Product Owner

Sep 2020 – Apr 2021

Standard Chartered Bank (Trust Bank) · Singapore

- Spearheaded a 6-person team from inception to launch a new lifestyle banking product in Singapore on a 3-month timeline — wireframe, build, user testing, and GA.
- Closed 3 anchor partnerships integrating **3,000+ restaurants** for reservations and **1,000+ deals** into the app at launch.

## VP, International Expansion

Sep 2018 – Sep 2020

GoFood, GoTo Group · Singapore

- Directed GoFood's international expansion — launched and scaled **two countries in <6 months each**: GoFood Vietnam and GET Food Thailand. Both became **#1 food delivery apps** in their markets.
- Launched GoBiz (merchant app) into Thailand, consolidating the GoTo merchant offering across SEA.
- Shipped delivery-routing optimisations in Indonesia that reduced cost-per-delivery by **70%**.

## Manager, Business Intelligence

Feb 2015 – Sep 2018

Shopee, Sea Group · Singapore

- Cross-functional roles across BD, ops, marketing, and BI during Shopee's foundational years.
- Owned Shopee Singapore's monthly/quarterly/annual category budgeting; **5 of 7 categories net-positive** under management.
- Drove implementation of Lowest Price Guaranteed, SCommerce B2C, Preferred Seller Programme, Shopee Logistics Service, and Fulfilled by Shopee.

## Head of Outbound Sales

Mar 2014 – Feb 2015

TradeGecko · Singapore

- Hit **125–197% of monthly revenue targets** for 4 consecutive quarters; built the SDR team in the Philippines from scratch.

## SELECTED PROJECTS

---

### PayPos.app

Founder · 2024 – Present

Tap-to-Pay payments app for SMEs. **>\$200K transacted, 200+ merchants** in the first 16 months.

### PayPoint (now Payment.co)

Founder · 2020 – 2022 (exited)

SME payments app that became the **#1 payments app in New Zealand**. **>\$2M transacted, 2,000+ businesses onboarded**. Sold 2022.

### Thrive Apps

Founder · 2023 – Present

Micro-agency turning ideas into high-performance digital experiences — design-led, ship-focused, scalable microapps for brands.

### Open Source — Claude Code skills

Maintainer · [github.com/jon-snoh](https://github.com/jon-snoh)

Publishing Claude Code skills, agents, and MCP integrations that the StoreHub product org uses internally — including the AI-native PM workflow stack.

## SKILLS

---

**AI / BUILD** Claude Code · Codex · MCP servers · agent orchestration · prompt engineering · Anthropic SDK · OpenAI SDK

**PRODUCT** Strategy · discovery · GTM · roadmap · pricing · B2B SaaS · payments / fintech · POS / commerce · marketplaces · AI-native operating models

**TOOLS** Figma · Linear · Notion · Jira · Confluence · SQL · Python (working) · TypeScript (reading)

## EDUCATION

---

### Executive MBA

2024 – 2025

Quantic School of Business and Technology (Valar Institute)

### BSc, Psychology

University of Auckland

2012