

Wong Yat Long, Brian

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PROFESSIONAL EXPERIENCE

Dec 2024 - Present Senior Product Manager, PCCW Global | Console Connect

Managed Layer 1 Transmission (TX) Product, MPLS-TP, Console Connect TX Portal, leading product development, lifecycle management, and managed service design.

- Led roadmap and delivery of Console Connect TX service automation, Fractional 100G, Fiber PTMP, supported submarine cable rollout.
- Drove PoP expansion and TX bearer build planning to strengthen global coverage and improve service availability.
- Led service migration programs tied to submarine cable retirement, retaining nearly US\$9M in annual revenue.
- Conduct cable ROI, revenue, and cost optimization analyses to improve profitability and support pricing decisions, while managing the cost book and promotion programs.
- Managed customer-facing proposal deck and SLA enhancements.
- Submitted new EPICs to APMO on behalf of the product team and contributed to TX product delivery as an ART member.

Sep 2023 - Dec 2024 Senior Product Consultant, CITIC Telecom International CPC Ltd.

Owned for Data Center, SD-WAN & SASE, MPLS, and Internet services, overseeing product development, lifecycle management, managed service design, vendor partnerships, and project consulting.

- Integrated new vendor technologies into CPC's service portfolio, including Versa SD-WAN & SASE, IDC Smart Rack System, KVM solutions, and MPLS headend solutions such as PCCW Console Connect 10G Headend.
- Productized innovative Data Center products (e.g., Robotics, AR glasses).
- Led system enhancements for services such as ManageCONNECT, an all-in-one monitoring portal, and Proactive Network Monitoring.
- Collaborated with engineers, consultants, and vendors on data center tenders and RFP submissions.
- Provided solution consultation, costing, and case approval for projects.

Mar 2022 - Sep 2023 Assistant Product Manager, HKT Services Ltd.

Owned Broadband and DIA services, driving roadmap execution, managed service design, workflow optimization, and vendor coordination.

- Delivered multi-Gbps broadband solutions (2.5G GPON / 5G / 10G FTTO) and application broadband service enhancements.
- Contributed to EMS portal monitoring service development to expand managed visibility and operational control.
- Improved operational workflow efficiency by reducing source-checking lead time from **T+7 to T+5** through process refinement.
- Drove IT development for Termination of Service (TOS) automation to reduce manual workload and improve turnaround.
- Supported CAPEX business case submissions and managed service migration for

legacy platforms; partnered with engineering/ consultant/ order teams for tender/ RFP execution and billing process alignment.

- Apr 2019 - Feb 2022** **Assistant Product Manager, HKBN Enterprise Solution Ltd.**
Owned Business Broadband, DIA, Local Data, Wi-Fi Solutions, Managed Firewall Solutions, VAS (Cloud Monitoring, Cloud Protect, Proactive Monitoring).
- Jan 2019 - Apr 2019** **Assistant Product Manager, WTT HK Ltd.** (Merge with HKBN in Apr 2019)
Supported Business Broadband, Mobile Solutions, Cloud Wi-Fi, Cloud Monitoring, Proactive Monitoring service, CPE management.
- Oct 2014 - Dec 2018** **Senior Product Marketing Officer, Everbest Technologies Ltd.**
Owned key brands including TP-Link, UBTech, and Reolink; drove B2B and B2C sales and marketing initiatives.

CERTIFICATES *(For details, please visit LinkedIn/Credly.)*

- 2026** **Google AI Professional**
- 2025** **AI-Empowered SAFe Product Owner/Product Manager**
- 2024** **Google Data Analytics Professional | AI Essential | Prompting Essentials**
Versa - SD-WAN Sales Certified | Fortinet Certified Associate
Google Cybersecurity
Google UX Design Professional
- 2023** **Google Project Management Professional**

EDUCATION

- 2012 - 2014** **Bachelor of Commerce in Marketing, Hong Kong Baptist University**

SKILLS

- Product** Roadmap, lifecycle, GTM, pricing/cost model, retention, vendor management
- Project** Agile, Jira/Confluence/Trello, stakeholder management, cross-functional execution
- AI & Data** Generative AI, prompt engineering, analytics mindset
- Technical** Python, VBA Macro, SQL, R, WordPress/HTML
- Design** Photoshop, Illustrator, Lightroom, Figma
- Languages** English, Mandarin, Cantonese