
Korben Wang

SAAS · AI AGENTS · ENTREPRENEURSHIP

EXECUTIVE SUMMARY

SaaS & AI Product Leader Serial Entrepreneur

A SaaS and AI leader combining product innovation, business ownership, and technical depth—turning new paradigms into real products and commercial outcomes.

- A decade of high-impact SaaS entrepreneurship. From 2015 to 2025, as Convertlab's co-founder, CPO, and business leader, built and scaled multiple enterprise SaaS products from zero and established the full loop from product innovation to commercialization, delivery, and customer success.
- End-to-end business and organizational leadership. Experience across SAP and serial entrepreneurship, spanning company operations, organization building, and hands-on product, engineering, marketing, sales, delivery, and execution.
- Hands-on Agent product building. Independently conceived, built, and launched Clawuno end to end, from product strategy and interaction design to code-level development; first-hand depth in Agent architecture, memory, tools, skills, evaluation, and self-improvement.
- Global perspective. Based in California since 2025, with ongoing first-hand exposure to North American business conditions and the global SaaS / AI ecosystem.

EXPERIENCE

2026 - Present | California, United States

Clawuno

Founder

- Built a conceptually advanced, full-featured general-purpose Agent product: multi-workspace and multi-Agent architecture; an Agent core with loops, memory, skills, tools, external connectivity, evaluation, and self-improvement; and a new experience for human + Agent collaboration.
- Completed two stages of user validation; international go-to-market and commercialization are underway.
- Independently took the product from strategy and design through engineering and launch, practicing high-efficiency human + Agent collaboration.

Clawuno · Multi-Agent Operating System

AI Agent collaboration and execution for solo founders, small teams, and small businesses. Visit: clawuno.com

2025 - Present | California, United States

AI Transformation Advisory for SaaS Companies

Independent Advisor

- Advising an AI marketing SaaS for international markets and an AI SaaS focused on China's HR domain.
- Defining product strategy and product-management systems for the AI era.
- Designing Agent technology architecture and product implementation paths.
- Advancing AI-driven engineering workflows and organizational capabilities.

2015 - 2025 | Shanghai, China

Convertlab

Co-founder & Chief Product Officer (CPO); Head of the Huiju Business

- Led product strategy, marketing, pre-sales, product, engineering, delivery, and customer success from early stage through scale.
- Led a 100+ person product and engineering organization and a 200+ person professional-services organization during enterprise delivery.
- Built vertical solutions, value-selling, and customer-success systems; led AI upgrades across the portfolio.

Convertlab Marketing Cloud · Enterprise Marketing Cloud

An integrated marketing cloud for large enterprises, comparable to Adobe Marketing Cloud and Salesforce Marketing Cloud. Annual subscriptions range from RMB 1-3 million per customer. Visit: convertlab.com

2019 - 2025 | Shanghai, China

Convertlab · Huiju Business

Business Head (CEO-equivalent)

- Owned business strategy, product, marketing, sales, delivery, and customer success, accountable for growth and commercial outcomes.
- Led the full loop from customer insight and segmentation to positioning, product development, and go-to-market strategy.
- Built the cross-functional organization and operating model across product, engineering, marketing, sales, delivery, and customer success.
- Built omnichannel acquisition, automated lead nurturing, and sales-collaboration capabilities and scaled customer adoption.

Huiju · B2B Marketing Cloud

A China-native HubSpot for B2B companies, covering acquisition, lead profiling and nurturing, and marketing-sales collaboration. Visit: huiju.cool

2012 - 2015 | Shanghai, China

SAP

Product & Engineering Lead, SAP Anywhere / Business One Cloud

- Owned product vision, roadmap, experience, and engineering delivery.
- Scaled the product and engineering team from 0 to 300+ people.
- Established agile development, cloud delivery, and global release systems.

SAP Anywhere · Global SMB SaaS

Cloud business-management SaaS built for small and midsize businesses worldwide.

2005 - 2012 | Shanghai, China

SAP

Engineering Lead, SAP Business ByDesign China Team

- Led cross-functional teams building core product capabilities.
- Owned mobile, collaboration, UI framework, and platform-infrastructure modules.
- Progressed through engineering, architecture, program leadership, product management, and people management.

SAP Business ByDesign · Global Cloud ERP
Core SaaS ERP for small and midsize businesses worldwide.

2003 - 2004 | Shanghai, China

BearingPoint

SAP Technical Consultant

- Designed, developed, and deployed customized solutions for SAP ERP projects.
- Served clients including GM Shanghai, Texas Instruments, KLA-Tencor, and Mahle.

EDUCATION

Shanghai Jiao Tong University

B.Eng. · 1996 - 2000

MEDIA

- TOPYS (2022) - Convertlab: the analytical side of marketing, maximizing creative and strategic value
- Phoenix News (2023) - Korben Wang: AI is redefining enterprise competitiveness
- Tencent Cloud iCDO Interview (2018) - Korben Wang on CDP