Benjamin Chia

Digital Products & Applied AI

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PROFILE

Product practitioner and hands-on builder with 5+ years at Enterprise Singapore across digital products, applied AI and transformation. For BizSG, Singapore's national business-support platform, architected the knowledge foundation for 140+ grant schemes, built Eval Pal in two weeks, and cut event checking and upload from at least two person-days to 30 minutes. Led a grant-portal pilot achieving 20% faster processing and 96% of the maximum user-satisfaction score. Independently built an AI news service that reached 600+ registered users.

EXPERIENCE

Senior Development Partner

Enterprise Singapore | Apr 2026–Present

AI Product Manager (AI Quality and Evals) — functional focus

- **Built Eval Pal in two weeks**: designed and developed BizSG's business-facing AI evaluation and investigation tool using AI-assisted coding. Integrated Promptfoo and Langfuse with annotation, golden datasets, testing and prompt/knowledge tuning in one workspace. Operational internal tool intended for team investigation.
- **Designed around government infrastructure constraints**: connected a local Next.js frontend, Government Commercial Cloud middleware and government Databricks Lakehouse, with Rabbitdeploy backend deployment. Centralised test cases, runs and annotations for shared investigative work.
- **Connected AI failures to ownership and verified fixes**: designed triage, domain validation, trace investigation and regression workflows across six recommender nodes, with 400+ test cases per node. Policy scope spans 140+ grant policy owners across 20 agencies.
- **Cut marketplace event work from days to minutes**: owned Events and Contacts Marketplace workflows. Built AI-assisted extraction across seven trade-association and chamber sources and a Playwright uploader into Gevme EMS. Reduced event checking, consolidation and upload from at least two person-days to 30 minutes, retaining human review.
- **Shaped MOAT's AI diagnostic prototype**: owned the business problem, product direction and requirements at GovTech's {HACK} Hackathon. Worked with developers on toolkit creation, scoring and conversational assessments; the prototype attracted stakeholder interest in further development.

Development Partner, Product Innovation

Enterprise Singapore | Apr 2024–Apr 2026

- **Architected BizSG's knowledge foundation for 140+ grant schemes**: translated policies into a three-level hierarchy with inherited rules and explicit exceptions. Designed a separate synchronised AI-consumption schema to support directory discovery and personalised recommendations.
- **Led a grant-portal redesign from discovery through pilot**: conducted 20+ enterprise interviews and repeated grant-officer research, then led two prototype iterations and one pilot. Recorded 4.8/5 user satisfaction and 20% faster grant processing in pilot.
- **Designed data-informed portal recommendation logic**: used 150,000+ behavioural data points within myEnterprise, a platform supporting 200,000+ SME users. Defined relevance and adoption targets and coordinated integration across divisions; platform scale is not feature-specific adoption.

Business Partner, Data & Transformation Office

Enterprise Singapore | Oct 2022–Apr 2024

Assistant Business Partner, Data & Transformation Office

Enterprise Singapore | Jan 2022–Oct 2022

Selected contributions across both roles:

- **Supported faster grant processing**: contributed process design and cross-functional coordination as Assistant Project Manager for a team automation initiative. Reduced manual workload by 80% and processing time from 50 minutes to 5 minutes.
- **Established operations for nine grant datasets**: managed pipeline operating processes between grant systems and the data warehouse. Created SOPs, data-quality controls and continuity documentation with developers, compliance teams and business owners.
- **Led two editions of Innofest**: led a 10-member committee and redesigned the programme around discovery, prototyping and testing. Workshop attendance increased from 50% to 80%; the later edition involved 107 participants, with 10 of 14 tracked projects progressing under the programme's conversion measure.

Management Associate

Enterprise Singapore | Jan 2021–Jan 2022

- **Supported strategic research and service transformation**: rotated across fintech, maritime electrification and grant-process automation.

SELECTED INDEPENDENT PROJECTS

- **ST Chat5pt — took an AI news service from personal need to 600+ registrations:** independently scoped, built, deployed and funded a Python-based Telegram service with six-point summaries, source links and three daily digests. Cached OpenAI summaries in MongoDB to serve readers without repeating model calls. Retired October 2026; public source available.
- **Cherry Keys for Mac — addressed a Windows-only keyboard-customisation gap:** owned requirements, investigation, architecture and physical acceptance for an AI-assisted Swift/SwiftUI utility supporting remapping, macros and Mac actions. Released an MIT-licensed development preview, with documented connection-mode checks on one KW X ULP and one Apple silicon Mac.

CORE CAPABILITIES

- **Product & transformation:** Business analysis, discovery, user research, requirements translation, prototyping, pilot delivery, workflow redesign, operating models and cross-functional delivery.
- **Applied AI & building:** Knowledge architecture, LLM evaluation, human-in-the-loop workflows, trace-based diagnosis, regression testing, Python, Next.js, Playwright, Promptfoo and Langfuse; project-based Swift/SwiftUI.

EDUCATION & RECOGNITION

M.Sc., Engineering Management — Purdue University | 2020

B.Eng., Engineering Science (Honours) — National University of Singapore | 2019

GovTech x AWS AI League, 2025: Team Top 20 government-wide; curated AI-safety training data using semantic matching, clustering and LLM-assisted formatting.

Professional development: Digital Product Strategy (2025); Architecting Platform as a Business (2025); Managing Digital Products (2022).