

Expertise

- Product strategy and innovation for consumer tech
- Inclusive, accessible product development
- Empathy-driven product design that leads to positive behavior change

In The Media

- [How marketers are speaking to people with disabilities like never before](#), The Drum (July 2021)
- [How do you achieve work-life balance](#), Brunchwork (August 2018)
- [How at-home workout classes are revolutionizing the fitness industry](#), Good Morning America: (January 2018)
- [30 Most influential young entrepreneurs dominating in 2016](#), Blogtrepreneur (September 2016)

Speaking Engagements

- 2021: [Games for Change](#)
- 2021: [Reinvented podcast](#)
- 2018: [Tech and Fitness, General Assembly](#)
- 2011: [Fashinvest](#)

Authored Content:

- [Can design thinking be used for social good? It might be the perfect tool](#), Medium (May 2021)
- [3 surprising things I learned about product accessibility during the pandemic](#), LinkedIn Pulse (April 2021)

Social Media

- [LinkedIn](#)



Jenny Wu

Co-President & Chief Product Officer Understood

As the Co-President and Chief Product Officer Jenny leads the product management, design and user research functions for Understood.

After a decade of building innovative consumer products, she brings a user-centric and entrepreneurial perspective to her role as Chief Product Officer.

With her specialty in launching and scaling consumer brands, Jenny also advises startups on how to build next-gen product experiences by applying a deeply empathetic approach to understanding and influencing user behavior. Prior to joining Understood, she led the launch of a new live-streamed, wearable-enabled fitness video product for fitness technology startup, ClassPass.

Jenny holds an MBA and MA in Entrepreneurial Management from The University of Pennsylvania, the Wharton School and Lauder Institute.

Jenny's role at Understood allows her to feed her passion for uplifting underserved communities.

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