

DAVID JOSHUA LEE

(510)364-3742 · davidjoshlee@yahoo.com · linkedin.com/in/david-jc-lee

Experience

SHIPPO Series E eCommerce shipping company valued at \$1B
Senior Product Manager (Accelerated promotion)
Manager, Strategy and Operations (Promoted 5 levels in 2.5 years)

San Francisco, CA
Nov 2023 - Present
Mar 2021 - Nov 2023

Strategic Revenue Growth

- Co-founded Strategy and Operations team and led the build-out of firm-wide pricing, go-to-market planning, and strategy and operations for all revenue teams
- Appointed by CTO to lead 15 engineers to build Shippo's first-ever expansion beyond core products. Developed a new data API endpoint from scratch and released a full data suite anticipated to add 20% revenue growth
- Initiated a shift in Shippo's business model toward recurring subscription revenues (from 10% to 20%)
 - Launched the first enterprise pricing model, adding 3% YoY total revenue growth, and initiated a complete revamp of the small-business subscription pricing model, adding another 12%

Operational Efficiency & Loss Mitigation

- Chosen by Leadership to lead team of 10 people from 6 different teams for crisis management of an error that put 50% of total revenues at risk (60k customers mistakenly charged a cumulative \$3M). Solution resulted in no churn
- Developed and implemented a company-wide audit system that processes \$1.8B of customer transactions annually for reconciliation errors, preventing profit losses of up to 20%
 - Caught multiple errors with USPS, which would have otherwise resulted in Shippo overpaying by \$1.2M
- Conducted analysis to discover \$2M+ of marketing spend that yielded no revenue. Escalated to VP of Marketing and partnered with him to audit firm's entire marketing spend, ultimately increasing total net profit by 12%

Internal Leadership

- Planned Shippo's first team offsite after the COVID-19 pandemic. Solely organized travel, logistics, activities, and agenda for 60 people meeting for the first time in-person
- Implemented first-ever intern program and managed one intern. Received feedback the experience was the best management and learning experience they have ever had

ITERABLE Series E marketing software company valued at \$2B
Revenue Operations Analyst (Hired via cold call)

San Francisco, CA
Oct 2020 – Dec 2020

- Drove 90% efficiency improvement for the sales team by implementing a machine learning model that evaluates and ranks the highest potential new customers

BESSEMER VENTURE PARTNERS (BVP) VC firm with \$10B+ AUM
Fellow (1 of 2 non-engineers)

San Francisco, CA
Jun 2020 – Sep 2020

- 1 of 17 fellows (out of 2k+) selected to BVP's inaugural fellowship. Received intern offers from 4 portfolio companies; studied entrepreneurship and organizational strategy with founders (Justin Kan, Jeremy Stoppelman, etc.)

SHORT SHOT Personal passion project
Founder

Fremont, CA
Mar 2020 - Present

- Started a college career advice blog with 2.6k+ readers, 40+ subscribers, and 15k+ LinkedIn impressions. Shifted focus to one-on-one mentorship, leading to 19 of 20 mentees receiving jobs they were happy about

Education

CALIFORNIA POLYTECHNIC UNIVERSITY, SAN LUIS OBISPO (Cal Poly)
BS, Economics, Quantitative Analysis; Statistics Minor

San Luis Obispo, CA
Sep 2017 – Mar 2021

- CGPA: 3.94/4.0 | GMAT 720 | summa cum laude, Dean's List, President's List
- Orfalea College of Business Ambassador: partner for prospective students and families deciding on Cal Poly
- Managing Director of Mustang Consulting: Cal Poly's student-run, pro-bono consulting firm

Additional

- **Basketball trainer:** volunteer coach for 2 junior varsity basketball players at former high school 2 hours/week
- **Interests:** traveling (13+ countries), eating (have dined at 7 Michelin-starred restaurants), attending 5 Warriors or 49ers games/season, biking 25 miles/week, home barista, learning golf (28 handicap), hacking credit card points