

# DAVID JOSHUA LEE

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## Education

### STANFORD GRADUATE SCHOOL OF BUSINESS

Master of Business Administration Candidate

Stanford, CA

Sep 2025 – Present

### 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 | summa cum laude, Dean's List, President's List

## 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 - June 2025

Mar 2021 - Nov 2023

### Strategic Profitability Growth

- Doubled recurring subscription revenue as a percentage of total from 10% to 20%:
  - Added 3% YoY revenue growth by implementing the firm's first enterprise pricing model; interviewed 25 customers, analyzed usage of Shippo's 6,000+ SKUs, and implemented 3 packaging based off one pricing metric
  - Grew revenue 12% YoY through revamping the SMB subscription pricing; ran two pricing experiments to test price sensitivity and willingness to pay and executed the full launch for 120k unique users and signups
- Retained 60k customers (50% of revenue) who were affected by a technical error that charged them \$3M; led team of 10 through problem diagnosis, financial modeling, program management, and executive team/BOD pitch
- Oversaw team of 15 to build yearly corporate strategy; prepared TAM sizing, revenue goals, competitor analysis, product roadmap prioritization and strategy, and materials for the Board of Directors

### 0-to-1 Product Initiatives

- Saved Shippo \$1.2M in overpayment to USPS by launching a company-wide audit and reporting system that processes \$2B of customer transactions annually for reconciliation errors
  - Wore dual BD/PM hat, worked with USPS, UPS, and FedEx leadership and technology teams to align roadmaps, ensure a smooth customer experience, and position Shippo as an industry leader in postage billing
- Ideated and released Shippo's first-ever data products; led 10 engineers to build 2 new data API endpoints and 5 analytics dashboards, resulting in organic adoption of 25% of existing mid-size customers within 2 weeks of launch
  - Interviewed 23 customers to inform our minimum viable product (MVP) and long-term product roadmap
  - Partnered with data science to revamp Shippo's Databricks Bronze/Silver/Gold data layers and integrate them with Sigma Computing to speed up frontend implementation and release time by 3 months
- Identified a \$1M revenue opportunity through the development of a package loss risk score model; working with Design to pilot it with a call-to-action (CTA) to buy insurance; found that purchase rate was 50bps higher than control

### DRAFTEDGE Passion project fantasy football analytics platform

Co-Founder

Fremont, CA

Jul 2025 – Present

- Designed and built a fantasy football analytics platform and Chrome extension for ESPN managers, leveraging Python, advanced prompt engineering, sub agents, React.js, Claude Code, and Railway
- Acquired first 15 users through targeted Reddit marketing, identifying and engaging with “fantasy nerd” communities

### DAVID LEE CONSULTING Personal consultancy and advisory practice for VC-backed startups

Owner

Fremont, CA

Jan 2025 – Present

- Acting Chief of Staff for an AI analytics seed company; responsible for product strategy and business operations
- Worked with a cybersecurity company to diagnose why churn increased 10x QoQ by analyzing 1,000+ customers; found that those with 3+ products churned at a 10x higher rate, leading the client to change their packaging strategy
- Implemented a Random Forest Decision tree lead scoring model with ZoomInfo/marketing data at a Series E startup

## Additional

- **Basketball trainer:** volunteer coach for 2 junior varsity basketball players at former high school 2 hours/week
- **Skills:** Python, SQL, Pandas, Claude Code, Excel, R, Scikit-Learn, Bash, Git, Databricks, Figma, Optimizely, Jira, Fullstory
- **Interests:** travel (14+ countries), eating (favorite restaurant is San Tung), sports (playing and watching 5 Warriors or 49ers games/season), biking 25 miles/week, home barista, learning golf (22 handicap), hacking credit card points