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## Experience

### Shopify

Digital by Design, Earth

#### Product Lead

June 2021 - Present

1. Co-founded Ads group. Launched Shopify Audiences and grew it to billions in ad spend. Grew GMV XX% and Enterprise upgrades XX%. Scaled group to 5 PMs and 75 eng / DS / UX. Have led both as IC and manager.
2. Led New Merchant Growth before Ads. +XXX,XXX new merchants via subscription plan pricing and incentive revamp and onboarding experience improvements. Scaled group to 3 PMs and 50 eng / DS / UX. Mostly IC, some managing.
3. Co-founded APM program and PM mentorship programs. Redesigned PM career ladder and interview loop.

### Facebook

Menlo Park, CA

#### Product Lead, Civic and Health Integrity

July 2020 - June 2021

1. Led Inauthenticity Integrity for US 2020 election and COVID misinformation. Supported 2 PMs and 50 eng / DS / Ops / Policy. Strategy influence across broader 200 cross-functional group.
2. 50% reduction of harmful behaviors on FB and IG. Billions of mitigated harmful impressions per month.
3. Created new [community standards](#). Built systems to detect and enforce against violations. Covers foreign election interference, disinformation, hate speech, and identity misrepresentation.

### Lyft

San Francisco, CA

#### Senior Product Manager

August 2017 - March 2020 (left to take [hiatus](#))

1. Co-founded "New Ridesharing Verticals" team. Grew Rider retention 20% by launching new modes (ie: Preferred).
2. Co-founded "Cities" team. Launched background checks overhaul and regulatory compliance platform.
3. 2x Driver growth by overhauling onboarding. Owned first international launches on Driver side.

### Postmates

San Francisco, CA

#### Product Manager, Couriers

November 2016 - August 2017

1. Sole PM supporting Couriers org of 20 engineers. Reported to SVP Product.
2. 3x courier growth by revamping onboarding, launching referrals incentive, and launching scooter rental pilot.
3. 2x courier retention by launching revamped live delivery flow and batched deliveries (+20% deliveries per hour).

### Kiva.org

San Francisco, CA

#### Product Manager (Pro Bono)

July 2016 - November 2016

1. Wanted to learn firsthand about nonprofits and microfinance as a way to improve financial inclusion.
2. Improved Lender experience; kicked off experimentation culture; led experiment with Harvard researchers.

### Quixey

San Francisco, CA

#### Founding Product Manager

August 2011 - July 2016

1. First Chief of Staff to CEO, then 1st PM. Helped grow company to 350+ employees and raise \$130 million in funding.
2. Led product for 10 large-scale enterprise partnerships (customer feedback --> proof of concept --> full buildout).

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## Education

**UCLA (University of California, Los Angeles)** | B.S. Cognitive Science (Specialization in Computing)

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## Miscellaneous

1. Angel investor for 100 companies. SMB SaaS and Marketplaces. Greylock inaugural scout. First Round Angel Track.
2. Product coach on Exponent, interviews.tech, Candor, 81cents; Advisor to Ashoka, GoGuardian, UCLA VC Fund.
3. Lover of music. I play guitar, drums, and sing; go to 1 concert a week; and volunteer as a Sofar Sounds artist liaison.