David Pei

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PROFESSIONAL SUMMARY

Data-driven Product Manager with experience spanning SaaS, digital content growth, and competitive esports. Proven ability to lead the full product lifecycle, from market research and writing PRDs to running A/B testing and GTM launches. Excels at cross-functional alignment and leveraging SQL/Python for deep user analysis and informed decision-making.

EDUCATION

University of California, Berkeley   *Aug 2012 - Dec 2015*
Bachelor in Computer Science

WORK EXPERIENCE

Founder & Product Manager   *Vancouver, BC, Canada*
OK Noted (ok-noted.com)   *Jun 2025 - Present*
- Launched a Chrome MV3 extension (SaaS model) integrating Google Drive/Docs via OAuth to solve specific user pain points; owned full development lifecycle from discovery → MVP → launch
- Validated product-market fit using user interviews and competitive research, strategically reducing MVP scope by 30% to accelerate time-to-market
- Designed and executed the GTM (go-to-market) strategy, including website creation, Chrome Web Store listing optimization, and messaging experiments to drive early adoption via SEO

Product Manager - Digital Content & Creator Growth   *Jan 2023 - Jun 2024*
- Led Product Strategy and GTM efforts across content platforms (Twitch, YouTube), driving 500%+ follower growth (25,000+) through targeted messaging and positioning
- Leveraged customer journey and KPIs to define a content Product Roadmap, optimizing VOD and streaming schedules to boost follower retention by 40%
- Implemented and managed A/B testing frameworks to drive data-driven product decisions, resulting in a 25% uplift in CTR (click-through rate) for GTM content
- Identified and executed new monetization opportunities and negotiated sponsor contracts, contributing to a 30% increase in advertising and promotion revenue

General Manager - Competitive Esports (Vancouver Titans)   *Vancouver, BC, Canada*
Aquilini Investment Group   *Jan 2022 - Dec 2022*
- Improved team win rate from 0% to 50% within one season through data-driven decision-making, performance analytics, and competitive market analysis
- Spearheaded a full performance and culture overhaul, defining the strategic roadmap and aligning Marketing, PR, and Executive stakeholders on key milestones and KPIs
- Managed a 10-person cross-functional team, overseeing operations, scheduling, stakeholder communication, and team development roadmaps to create structure and growth

General Manager - Competitive Esports (Los Angeles Gladiators)   *Los Angeles, CA, USA*
Kroenke Sports & Entertainment   *Oct 2017 - Dec 2021*
- Owned a $3M portfolio and developed quarterly roadmaps and a prioritization framework to allocate resources across Competitive, Marketing, Partnerships, and Legal, balancing ROI, risk, and stakeholder needs
- Drove continuous improvement through hypothesis-driven coaching and iterative performance cycles (MVP → test → iterate), achieving a top-4 Overwatch League finish and a 65% win rate over four seasons

- Established a metrics and reporting cadence, building dashboards and executive decks that converted complex data into prioritized investment and go/no-go recommendations
- Built operational playbooks and processes (practice sprints, retrospectives, scouting pipelines) to reduce cycle time and create repeatable performance outcomes
- Collaborated with Marketing and Partnerships to launch fan-facing initiatives and sponsorship activations, aligning engagement data with revenue and brand objectives
- Led hiring, onboarding, and development for players and support staff, defining clear success metrics and career growth frameworks

Product Manager   *San Mateo, CA, USA*
IXL Learning   *Feb 2016 - Sep 2017*
- Led student-focused educational projects across the full product lifecycle, defining Product Requirements Documents (PRDs) and User Stories for features impacting 5.5 million students
- Drove product decisions using data insights, A/B testing, and user research, designing new mobile app features that boosted user engagement by 20%
- Partnered cross-functionally with Engineering and Design to release new UX flows and learning modules on an Agile cadence

TECHNICAL SKILLS

- *Data & Analytics*: SQL, Python, Excel, Tableau, Power BI, A/B testing, Cohort Analysis, KPI tracking, Data Visualization, Experimentation Frameworks
- *Product Ops*: Jira, Confluence, Figma, Notion, Agile, Scrum, PRDs, Requirements Gathering, User Research, User Interviews, Roadmapping