

# DANIEL XU

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📍 Brooklyn, NY

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## EDUCATION

B.S.

Statistics

University of Test

📅 September 2006 - April 2010

📍 College Park, MD

## SKILLS

- Leadership
- Product Strategy
- Product Expansion
- Agile Development
- A/B testing and experimentation

## WORK EXPERIENCE

### Director of Product Management

SeatGeek

📅 January 2017 - current

📍 New York, NY

- Managed a portfolio of small, medium, and large product initiatives united under a clear product strategy that generated over \$6M in annual revenue
- Played an active role in the recruitment process, leading the expansion of the product team from 5 PMs and engineers to over 20
- Directly managed 4 junior PMs and 6 mid-level PMs and provided regular job performance feedback to improve the team's output by 18% year over year
- Led expansion of the product into the virtual event ticketing space which grew over 110% from 2019 to 2020

### Senior Product Manager

Stripe

📅 January 2013 - January 2017

📍 New York NY

- Performed cohort analysis that identified an opportunity to reduce pricing by 25% for a segment of users boosting yearly revenue by \$720,000
- Led the development for a new B2C SaaS product to enable students to check their writing for grammar and plagiarism which grew to 120,000 daily active users in the first year
- Identified product gaps in Google Analytics and led design of new features across engineering and design resulting in a yearly revenue increase of \$3.1M through increased engagement
- Led a team of one full-time employee and three contractors

### Product Manager

Mint

📅 April 2010 - January 2013

📍 New York NY

- Implemented a referral program for highly active customers which led to a net increase in new users of 27,000 annually
- Implemented a long-term pricing experiment that improved customer lifetime value by 22%
- Worked closely with leadership to present key indicators of product growth and adoption leading to the close of a \$4.1M Series B