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Who is Jacob West

1. **Current Role**

   - Jacob West is the **Chief Technology Officer (CTO)** at **ShipCalm**.

   - He was promoted to CTO in late 2023.

   - Before that, he served as VP of Software Engineering at ShipCalm (joined around 2021).

2. **Technical & Academic Background**

   - He has about **20 years of experience** in data science, machine learning, software engineering, and even quantum computing.

   - Early in his career, he worked at **HRL Laboratories** as a theoretical physicist focused on quantum computing.

   - He also worked at **FICO** as a senior data scientist, working on graph analytics, AML (anti-money-laundering), neural networks, NLP, optimization, etc.

   - Education:

     - **PhD in Mathematics** from University of California, Riverside.

     - **MA in Mathematics** from University of California, Santa Cruz.

     - **BS in Physics** from Caltech.

3. **Contributions at ShipCalm**

- He has driven major technical infrastructure work: under his leadership, ShipCalm implemented a new warehouse management system.

- He re-built a lot of their data flow / integration systems to make them more robust and efficient.

- He helped build ShipCalm's analytics and intelligence offering for customers: they have a product called **"Marvin's Insights"** (daily report) that apparently integrates data, predicts issues, and helps with supply chain decision-making.

- Internally, he also set up analytics and KPIs to track performance.

4. **Why He Joined / His Motivation**

- According to him, he was drawn to ShipCalm because of the "hard problems" and the chance to impact many digitally-native brands.

- He sees logistics, shipping, returns, packing, kitting, freight cost, unboxing, and similar operational complexities as areas where technology (AI + software) can make a real difference.

What Is ShipCalm

1. **Business Overview**

- ShipCalm is a **3PO ("third-party operations")** company: more than just a 3PL (third-party logistics), they combine **fulfillment**, **warehousing**, **customer operations**, and **software / data** to run operations for e-commerce brands.

- Their model is to take on a lot of the operational burden so that e-commerce companies can focus on product, marketing, and growth.

- Headquarters: Carlsbad, California.

2. **Key Services**

- **Fulfillment & Warehousing**: They own and operate fulfillment centers.

- **Returns / Reverse Logistics**: They handle returns, which is a big operational pain point for e-commerce.

- **Amazon FBA Prep**: Prepping products to go into Amazon's FBA.

- **Kitting & Assembly**: For brands that need specialized packaging, unboxing, or assembly.

- **Call Center / Customer Support**: They also manage customer communications (calls, emails, social).

- **Professional Operations Services**: They provide operations people (COO, Directors) as a service, so clients can offload not just warehousing but also operations leadership.

3. **Technology & Analytics**

   - Their software platform is a big differentiator. They offer a unified system for omnichannel operations: e-commerce, retail, marketplaces, etc.

   - **Meet Marvin™**: Their AI/data platform. According to their own site, Marvin integrates data, predicts problems in the supply chain, helps with inventory visibility, and proactively identifies "shipping exceptions."

   - On the software side, they target common pain points: inventory losses, late shipments, order errors, inefficient packaging, etc.

4. **Recent News / Growth**

   - In **July 2024**, ShipCalm **acquired River Source Logistics (RSL)** to expand fulfillment capacity, particularly on the West Coast.

   - They raised funding: in a more recent round, they secured **$2 million** to scale up their operations, hire more in tech, ops, and expand their infrastructure.

   - Their CEO is **Greg Moser**, who became CEO in 2022; previously he was CTO / President.

5. **Pricing Model**

   - They have a tiered pricing structure. For example:

     - *Essentials* plan: $49/week.

     - *Pro* plan: $895/week.

     - *Legendary* plan: $1,750/week.

   - Some of their plans include "Marvin's Daily Insights" (data / reporting for customers)