Ed Lee is a pricing and go-to-market specialist and trusted adviser to leading companies and brands. He is the founder of HelloAdvisr, a Los Angeles-based growth consultancy helping companies and leadership teams build and implement profit growth strategies.

Ed specializes in international and national marketing and pricing strategies, discount optimization, and salesforce management across retail/ecommerce, marketplace and platform businesses. Previously, Ed held leadership roles with LG Electronics and Simon-Kucher & Partners, a global management consulting firm and world’s leading expert in pricing.

Ed is regularly invited to speak on pricing strategy at leading universities and institutions including the University of Southern California (USC), UC San Diego and General Assembly as well as startup/tech organizations such as LA Cleantech Incubator (LACI) and Wayra (London).

Ed received an MBA from Oxford University, MSc from the London School of Economics and a BA from the UC, San Diego.