David Lie-Tjauw

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Professional Experience

eBay New York City, NY

Senior Product Manager, AI Discovery and Personalization   *May 2023 – Present*

- Pitched business case to CEO for how AI can drive growth for eBay, securing funding for a 0-1 team uniting design, engineering, and applied AI/ML researchers to build new AI feed experiences that drive time-spent and engagement.
- Built and launched Explore, a new destination on eBay for shoppers to browse an AI-powered feed of unlimited, realtime personalized recommendations based on who you are and what you like.
- Co-architected new feed recommender system with AI/ML experts, inventing AI "interest" recommendations with human-in-the-loop feedback, personalized ranking and re-ranking models, and blended candidate recall generation.
- Iterated toward product market fit, shipping **+60 new features after initial launch** that improved personalization based on shoppers' past behavior and buying preferences. Combined, these features drove a **42% increase in engagement**, **72% increase in time spent**, **55% increase in CSAT**, and **$3.2 million in GMV** (and growing).
- Scaled Feed Technology across eBay product to Homepage, View Item Page, and various vertical-specific experiences.

Twitter New York City, NY

Product Manager II, Twitter Shopping   *September 2021 – February 2023*

- Hired as first (IC) PM for the new Twitter Shopping team, launching new 0-to-1 monetizable shopping experiences.
- Owned strategy, roadmap, execution for Shopper Experiences team, resulting in **+1 million monthly active shoppers**.
  - Led product definition, execution, and launch for Shoppable Profiles (press), Twitter Shops (press), Product Details Page (press), and Shopping Home – a dedicated shop tab for discovering new merchants on Twitter.
  - Led post-launch iterations for Live Shopping and Product Drops, increasing discovery and improving usability.
- Bootstrapped initial merchant growth strategy, helping propel the platform from **0 to ~10,000 merchants**.
  - Launched mobile onboarding tool for new merchants to quickly setup their shop within the Twitter App, which had a **+80% success rate** and is responsible for **+40% of existing merchants today**.
  - Pitched and successfully recruited high priority merchants like NFL, 100Thieves, and Charlie Puth.
  - Led 24/7 on-call customer support for helping merchants troubleshoot problems and onboard successfully.

Product Manager I, Growth Acquisition   *August 2020 – September 2021*

- Growth PM on Twitter's User Acquisition team focused on significantly improving logged-out user conversion funnel.
- Owned strategy and roadmap for Account Access team whose goal was to create safe, easy ways for logged-out visitors to login + signup for Twitter, ultimately resulting in **+20 million DAU to-date**.
  - Launched "Continue with Google", which allows new and returning users to easily login and signup for Twitter using only their Google account, resulting in **+100,000 new sign ups every single day**. (Press)
  - Launched Cross-Login, a novel way for web users to easily login to the Twitter iOS/Android app, which resulted in deeper retention as shown by **+30% increase of in-app notifs** and **+5% increase of days spent logged-in**.
- Owned Top of Funnel virality strategy and roadmap, launching integrations that allow users to cross-post tweets with apps like WhatsApp, Snap, Instagram resulting in **+1.5 million more users sharing Tweets outside of Twitter daily**.

Google, Mountain View, CA

Associate Product Manager, Chromebooks   *May 2019 – August 2019*

- Led product definition, execution, and GTM launch for "What's New", a new feature experience that highlights the most newsworthy ChromeOS updates for **+50 million Chromebooks**. See press: Android Police and 9to5Google

Education

Washington University in Saint Louis, McKelvey School of Engineering
Bachelor of Science in Computer Science, GPA: 3.86/4.00