

# Ethan Teng

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## PROFILE

### Growth Product Leader | B2B SaaS Optimizer | Self-Serve Funnel Architect

Built a \$1M+ PLG engine solo at meez. Helped scale Postman's global self-serve to \$100M+ ARR. Led PayPal's top GTM initiative at Braintree. Fluent in SQL, experiments, and systems that scale.

## WORK EXPERIENCE

### VP, Growth & Self-Serve Revenue

[Meez - Recipe & operations platform for professional kitchens](#)

03/2023 – 05/2025

- Built and scaled a \$1M+ self-serve revenue engine from scratch, owning PLG strategy and execution end-to-end.
- Designed and optimized the full funnel—from signup to monetization—via high-velocity experimentation.
- Hit 50% activation and 30% PQL within 7 days; cut time-to-value from 1 month to 1 day.
- Led onboarding, pricing nudges, and product tour redesigns; converted >80% of high-intent users to paid.
- Created self-serve pricing via Van Westendorp model; \$29/month solo tier boosted direct purchases by 20%.
- Built GTM data foundation: PQL scoring, cohort tracking, behavioral segmentation—automated via SQL + Make.
- Owned full PLG stack: Intercom, Navattic, Snowflake, Sigma, Zapier, Make; shipped all growth infra solo.
- Reduced churn from 30% to <5% in target cohorts with re-engagement + churn intervention flows.

### Senior Data Scientist, Growth (Product-led)

[Postman - API platform with 25M+ developers worldwide](#)

11/2021 – 02/2023

- Scaled a global PLG motion to \$100M+ ARR across 180+ countries with zero-touch onboarding.
- Built Postman's first forecasting model for free-to-paid conversion; refined monthly to achieve <5% variance.
- Incorporated macroeconomic indicators into models to improve roadmap planning and scenario testing.
- Co-led goal-setting and KPI design for Growth squads, ensuring targets were both ambitious and measurable.
- Created dashboards and real-time reporting pipelines to track progress and inform prioritization.
- Analyzed experiment results to quantify impact across onboarding, activation, and monetization initiatives.
- Conducted behavioral and regression analyses to identify new PLG opportunities and shape upcoming tests.

### Head of Growth

[Recurly - Subscription billing API powering global brands like Twitch & Paramount+](#)

05/2018 – 11/2020

- Led company-wide shift from Sales-led to PLG, contributing to 3X revenue growth and Accel-KKR acquisition.
- Built first Growth team; ran experiments across acquisition, onboarding, and monetization.
- 3X'd activation rate and increased ARPU 1.5X through lifecycle optimization and pricing tests.
- Introduced cohort-based growth modeling to guide GTM strategy.

### Group Product Manager

## Braintree - PayPal's developer-first API for cards and ACH

04/2016 – 11/2017

- Led PayPal's #1 strategic initiative of 2016: added ACH as Braintree's first bank payment method.
- Defined product vision and GTM strategy via merchant interviews, sales feedback, and competitive analysis.
- Operationalized execution across 15+ engineering and ops teams, aligning technical risk and compliance.
- Forecasted TPV and set pricing to ensure profitability within 6 months of launch.
- In 2017, led PayPal's top initiative to optimize global card routing for 1B+ transactions/quarter.

## Other Growth & Product Leadership Roles

- Daylight (Head of Product & Growth) 2020-2021: Led consumer banking app launch for LGBTQ+ community.
- Zipongo (Senior PM) 2015-2016: Scaled digital health platform for Fortune 500 employers.

## EDUCATION

### B.S. in Computer Science

Stanford University • Palo Alto, CA

## GROWTH STACK & TECHNICAL SKILLS

### Growth Strategy:

PLG funnels, retention loops, lifecycle modeling, Reforge alum

### Analytics:

SQL (Snowflake, Sigma), Amplitude, GA4, Segment, Looker

### Lifecycle & CRM:

Intercom, Navattic, Hubspot

### Automation:

Make, Zapier

### Acquisition:

Google Ads, Meta Ads Manager, Ahrefs

### Experimentation:

VWO, LaunchDarkly