

Donovan Bass

Product Leader

Experience

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Hands-on product leader with proven track record of driving innovation, building teams and shipping customer-centric solutions from launch to scale. Recognized for innovation by TIME Magazine, Fast Company and multiple U.S. patents.

Zipline // Head of Product APR 2024 - PRESENT

- Owned e-commerce platform for B2B2C drone delivery service in the U.S.
- Led a team of 3 PMs responsible for consumers (app & APIs for ordering, delivery), operators (apps for prep / fulfillment) and admins (web app for biz mgmt & support)
- Prioritized roadmaps against a complex & dynamic matrix of business goals including multiple verticals (retail, restaurant, health care) and offerings (direct, whitelabel)
- Launched first U.S. retail & restaurant customers, including P2 pilot with Walmart
- Established feedback loops via product analytics, experiments and user research

Lyte // VP of Product MAY 2021 - APR 2024

- Owned B2B2C live events e-commerce platform, including vision & roadmap for expansion from a U.S.-focused secondary product to a global end-to-end solution
- Led 'Path to Profitability' initiative that grew net revenue >30% in under 6 months by launching features that drove a 22% lift in sales and reduced core cost driver by 17%
- Grew team of product managers, designers and data analysts from 3 to 10
- Applied ML & LLMs for dynamic pricing algorithms and sales insights in client portal
- Led product strategies for M&As and integrations with 10 global ticketing platforms

Zoox // Sr. Manager, Product AUG 2016 - OCT 2022

- Defined rider experience for purpose-built AV & ridehailing service (2016-19), including mobile app for booking and in-ride UX via an interior screen and voice
- Owned ridehailing commercial strategy from pilot to metro-scale deployments (2019-20), including phased roadmap of AI driving requirements
- Served on advisory board from 2020 - 2022 to continue guiding commercial rollout
- Managed team of 4 directly and led company-wide projects (>75 stakeholders)

VSCO // Sr. Growth PM / PMM OCT 2020 - MAY 2021

- Owned Monetization & 'path to subscription' (App Store, onboarding, upsell screens)
- Led ASO, lifting impression-to-install +162% & reaching #1 overall in the App Store
- Redesigned in-app upsell flow, lifting in-app subscription conversions +18%

Dropbox // Lead Market & Customer Researcher JAN 2015 - AUG 2016

- Drove B2B & B2C pricing research & strategy, expanding Dropbox from a single SKU to tailored offerings for consumers, professionals, teams, and businesses
- Worked closely with PMs & PMMs to segment customers & refine offerings

Jawbone // Sr. Market & Customer Researcher MAY 2011 - JAN 2015

- Represented the 'voice of the customer' for 8 HW products & 3 mobile apps
- Used market & user research to iterate on products and marketing strategies

About

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- Grad from Duke University. Ongoing mentor for Duke Technology Scholars.
 - Strategic advisor & coach for early-stage startup founders & product leaders
 - Skills: Figma, SQL, Amplitude, Mixpanel, Braze, AppsFlyer, AI (ML, LLM, GPTs)
 - Led vision for AV service featured in TIME's Best Inventions of 2023 ([link](#))
 - Recognized in Fast Company's 2023 'Most Innovative Companies' list ([link](#))
 - Awarded 5 patents for novel user experiences with autonomous vehicles ([link](#))