

John LaGue

COO at Trainwell

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Operator and growth leader with a data science background. Open to helping early stage companies with acquisition.

SELECTED RESULTS

\$1k → \$10M ARR

as first growth leader; \$30M+ revenue since

3 → 125 employees

scaled as COO at Trainwell

EXPERIENCE

Chief Operating Officer · Trainwell

Feb 2021 – Present

- Drove B2C ARR from \$1k to \$10M as growth leader; company reached \$30M+ revenue in the years since.
- Scaled the company from 3 to 125 employees.
- Acquired customers on both \$0 and \$6.5M marketing budgets.
- Supported execution of a large-scale partnership with Peloton.
- Own all marketing and growth, customer support, and operations.

VP of Business Development · Trainwell

Feb 2020 – Nov 2021

- First full-time hire. Found initial user traction using the Bullseye framework (Gabriel Weinberg, DuckDuckGo).

Data Analyst · PNC Bank

Feb – Sep 2020

- Analyzed millions of data points across home equity, mortgage, and credit products (Python, T-SQL, Hadoop).
- Key resource for the SBA Paycheck Protection Program; processed and approved hundreds of small-business loans.

Founder · PocketPosture

Jul 2019 – Aug 2020

- Ecommerce store for posture devices; broke even. A sandbox for unconventional marketing experiments.

Co-founder & COO · Community Phone (Y Combinator W19)

Dec 2017 – Jul 2019

- Affordable cell service (MVNO). Bootstrapped \$0 → \$300K ARR in year one. Front-page Boston Globe coverage.
- Wore many hats: sales, customer success, marketing, BD, analytics, retail management, and recruiting.

Data Science Practicum Lead · LA County Elections Dept.

Nov 2017 – May 2018

- Cut ballot collection times 12% in the 2018 primaries using the Google Maps API and k-means clustering.

Teaching Assistant · University of San Francisco

Jan 2015 – Dec 2017

- TA'd statistics, calculus, data science, and bioinformatics; lectured a graduate course as an undergraduate.

EDUCATION

Y Combinator — W19

University of San Francisco — B.S. Data Science, Summa Cum Laude, GPA 3.85

SKILLS

Growth strategy, performance marketing, funnel optimization, SEO, Python, SQL, R, predictive modeling.

PUBLICATIONS & AWARDS

Towards Data Science (2019); IEEE IEMCON (2018). Most Impactful Graduate Research, USF 2017.