

Jonathan Lee

Commercial Agent

United States | [LinkedIn](#)

Revenue-focused business development and international distribution leader with 10+ years scaling B2B/B2C brands across APAC, from \$6M to \$100M+ portfolios.

EXPERIENCE

Commercial Agent

Ekster®

May 2026 — Present

Seattle, WA

Architecting global exhibition strategy and scaling revenue from \$50M to \$100M through business development. Leading go-to-market initiatives across multiple regions.

International Distribution Manager, APAC

Therabody

Feb 2021 — Jul 2025

Seattle, WA

Grew \$6M Therabody business across APAC by developing hospitality, medical, gym, sports, retail, KOL, duty-free, and marketplace channels. Activated co-branded partnerships with Hyrox, Puma, Lululemon, Olympics, and Ironman athlete sponsorships.

Co-Founder

Whale Connected Ventures

Jan 2021 — Dec 2022

Las Vegas, NV

Co-founded a \$4.5M fund acquiring digital assets and intellectual property. Hosted WhaleTank metaverse live game show and contracted 250 e-sports KOL players across Australia, Morocco, Thailand, Indonesia, and Philippines.

Co-founder

Whale Connected Ventures

Jan 2021 — Jul 2025

Remote

Parallel role managing fund operations, digital asset acquisition, and e-sports influencer network development.

Sales Manager - Consultant

LARQ

Jun 2020 — Feb 2021

Tokyo, Japan

Grew UV hydration category during COVID for company later acquired by Brita. Managed sales operations and market expansion across key regions.

Director of Sales, APAC

Nuraphone

Oct 2018 — May 2020

Melbourne, VIC

Led APAC sales for company acquired by Masimo Corporation. Negotiated brand deals with Stevie Wonder and Andre Bocelli. Launched disruptive \$2M hardware-as-a-service business model across APAC.

Business Development - Consultant

Vyper Industries Ltd

Apr 2018 — Aug 2021

Tokyo, Japan

Onboarded FMCG brands to Amazon, Shopify, eBay, and localized e-commerce channels. Consulted on digital marketing strategies emphasizing sustainability and ROI. Developed pricing strategies and assessed optimal channel margin requirements.

Brand Protection Intelligence Analyst

GoPro

Feb 2015 — Apr 2018

San Francisco Bay Area

Developed GoPro's Unilateral Pricing Policy and Minimum Advertised Price Policy. Localized domestic and international sales channel compliance strategy to prevent price erosion.

Sales Operations/Brand Protection Intern

GoPro

Jun 2014 — Aug 2014

San Francisco Bay Area

Analyzed metadata on missing products and theft across manufacturing and retail. Investigated VAT fraud and parallel importing through China and Brazil.

Sales Representative

Karmada Lacrosse

Jul 2013 — Jul 2014

Seattle, Washington

-Achieving financial goals by reduction of operational expenses.

-Promotional/Team custom order team sales.

-Prototyping, research, and development of future Karmada products.

-Acquiring long term contracts with QB Lacrosse Japan and Northern Soul Sportswear England.

Front Desk Agent

Starwood Hotels & Resorts Worldwide, Inc.

May 2013 — Apr 2014

Seattle Sheraton

EDUCATION

University of Portland

Bachelor of Business Administration (BBA) in Marketing

Jan 2010 — Jan 2014

Villa Academy

SKILLS

Start-up Ventures · Start-up Leadership · Customer Relationship Management (CRM) · Coaching & Mentoring · Emerging Trends · Sales Strategy · Coaching · Web3 · Sales · Event Planning · Event Management · Marketing · Social Networking · Social Media · Training · Public Relations · Hospitality · Sports Management · Nonprofits · Fundraising · International Business Experience · Brand Awareness · Brand Protection · Sportswear · Sports Marketing · Hotels · E-commerce · Customer Service · Account Management · Arbitrage · Compliance · LLM + AI · Pricing · Forecasting · Go-to-market strategy · APAC distribution · Channel development · Sales leadership · Business development · Digital marketing