

Ed Lee, Roku's VP of content acquisition, has more than 20 years of experience in leading successful teams in both the digital and traditional media industries. Ed owns all content related activities including content strategy and licensing across all content categories for the Roku platform. Prior to joining Roku in 2009, Ed was VP of business development and sales at Veeple, an interactive online video service. Ed headed up all revenue generating efforts for Veeple including, new partnership and client development, customer acquisition, account management and business development strategy. Before Veeple, he was VP of business development at Akimbo, the pioneer in the Internet video delivery. At Akimbo, Ed oversaw all business development activities, including alliance building, strategic planning and p&l responsibility. Ed served in leadership roles at both Replay TV and Netopia. Ed attended Tulane University in New Orleans and received a bachelor's degree in History.