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Robert Siegel is a lecturer in Management at the Stanford Graduate School of Business and has led primary research and written cases on Google, Box, Stripe, AngelList, 23andMe, Lending Club, PayPal, SurveyMonkey, Medium, Wikimedia Foundation, Minted, 500 Startups, Axel Springer, General Electric and Starbucks (La Boulange).

He is also a partner at XSeed Capital. His investment areas include business operations where computational technologies automate and improve company performance, mobile solutions for firms of all sizes, and software systems that shape both business and consumer behaviors.