



Profile

Curious product marketer with proven sales background and a penchant for technical understanding. The ultimate company cheerleader, generating creative ways to exceed targets and goals. Constant tinkerer working on improving processes in all aspects of life.

Experience

DIRECTOR OF PRODUCT MARKETING, AVERON, SAN FRANCISCO, CA – 2017-PRESENT

Achieved product market fit for Marc Benioff funded company (\$15mm) starting at stealth mode. Scheduled and held meetings with 40+ Fortune 500 companies to find applications of cell-carrier data to drive value for business and consumers. Board level presentations on subjects ranging from competitive landscape to legislative driven market opportunities. Managed carrier relationships for telecom providers such as AT&T and aggregate connectivity suppliers. Authored blog posts, client messaging, sales team coaching, named products and recorded client tutorials. Developed core product enhancement involving significant data analysis through coordination with engineering to win client.

INDEPENDENT SALES CONSULTANT, GOOD DAY METRIC, SAN FRANCISCO, CA – 2016-2017

Performed sales consulting services for Quad Analytix, Optimove, Adraba.io, and Fuel Panda. Services ranged from sales plan creation and execution (driving FuelPanda to \$1mm ARR goal) to data base cleansing and management for 80,000+ records with Quad Analytix. Performed three-day on site training in-house for Optimove to drive process and higher demo count per SDR. Recommended business processes for sales stacks, collateral creation, channel strategies. Created a proven turn-key sales process to develop predictable pipeline.

DIRECTOR OF SALES DEVELOPMENT, WISER (ACQUIRED BY QUAD ANALYTIX), SAN FRANCISCO, CA 2016

Managed 6 domestic SDRs and 7 remote SDRs driving 140+ qualified demos per month. Enabled SDRs to get timely follow-up and touches in a set cadence with a home-brewed automated workflow process, whereby outbound campaigns would create SFDC prescribed tasks, which push into autodialer for high volume and targeted messaging. Improved qualified demo held count by 30% (respective of headcount) while maintaining close ratio of 15%. Investors pulled funding, forcing a merger.

OWNER, HAPPEN CAPTAIN CAR RENTALS, SAN FRANCISCO – 2015-2017

Owned and operated a fleet of fun-sized cars through two online rental platforms for rentals to specific market of hostel guests. Managed one remote employee who handled bookkeeping and rental coordination. Generated more than \$60,000 in revenue.

BUSINESS DEVELOPMENT AND ACCOUNT EXECUTIVE – QURI (ACQUIRED BY TRAX), SAN FRANCISCO, CA 2013-2016

Founding member and functional team lead for crowdsourced data solution to Top 50 CPG companies setting 200+ meetings for Account Executives. Developed demand generation initiatives collaborating with marketing, prospected and cold called to generate \$5mm+ in pipe, \$2mm+ closed won. Created scalable workflow to onboard five additional SDRs. Developed funnel metrics and lead scoring to help win board support shifting sales tactics to an account based marketing approach leading to shorter deal cycles and more pipe. Developed within organization to become a reliable source for institutional knowledge and eager aid for excel related projects. SFDC, CRM Fusion, Excel, LI Navigator, SalesLoft, Hoovers.

INSTITUTIONAL FIXED-INCOME SALES, SOUTHWEST SECURITIES (NYSE: SWS), SAN FRANCISCO, CA 2010-2013

Series 7/63 licensed. Assisted three salesmen and one trader generating greater than \$3mm in '11/'12 revenue. Created and grew institutional client relationships, monitor daily message flow involving

client bid/offer wanted lists and axes. Penetrated further into existing accounts by identifying undervalued sectors and leveraging relational database systems to sell clients appropriate offerings. Developed product knowledge in corporates, RMBS, CMBS, Subprime, Sinking Fund issues, US government-guaranteed deals, and high-yield/special situation bonds. Established relationships with ten new institutional clients generating \$200k+ in additional revenue (TTM).

FINANCIAL ANALYST, CLOROX COMPANY, OAKLAND, CA 2009-2010

Reported actual performance versus forecast, preparing account reconciliations, and ensuring accuracy of spending accounts on financial statements. Functioned as liaison between marketing and corporate to forecast spending and ensure financial goals are achieved. Identified a potential \$1.5mm in unanticipated costs, communicated issues to marketing, implemented a preventative process improvement to mitigate future risk, and controlled spending to hit full year target.

FINANCIAL ANALYST INTERNSHIP, US STEEL PITTSBURG, CA 2008

Performed cost-benefit analysis for capital budgeting of \$12mm project. Included trend analysis of utility costs, labor hours, allocated departmental costs, and departmental performance ratios. Advised division managers during cost meetings.

Education

University of California, Berkeley | Haas School of Business | Bachelor of Science, Business Administration – 2009, With Honors

Skills

Market sizing exercises (TAM Rifle analysis) //Salesforce (custom configuration, dashboards, reports, automated workflows, dependent logic) //Bloomberg //Excel (financial modeling, data scraping sheets, project management) // Trello //MS Office : Access database creation management, automation, Word, Excel, Powerpoint //Basic bond and credit analysis : Liquidity/Solvency/Interest coverage ratios. //FCC Licensed Ham Radio Operator : Call Sign KG60GG //WORDPRESS

Projects

UC BERKELEY STUDENT ORGANIZATION : "BEAR MINIMUM"

In 2007 founded entrepreneurial and philanthropic organization, raised startup capital, developed sales plan, earned revenues in excess of \$9,000. Developed concept into a required Haas School of Business marketing assignment case taught to over 300 students. Ran until January 2011.

ALL YOU CAN BEAR - 3DHATS.COM

In 2007 founded online store selling fur hats to sports fans around the country. Ran linear regression analysis of scraped eBay sales data to optimize product assortment and build pricing model. Implemented marketing plan, negotiated with suppliers, shipped product, and developed new product to generate passive income.

FLIPCAUSE

February 2014 to 2017. Advisor/investor creating community outreach initiative to grow user base and provide product feedback to development. Flipcause helps community causes raise funds with cloud-based donor management tools.

EAGLE SCOUT

In June of 2005 earned the rank of Eagle Scout which only 4% of Scouts achieve. Displayed leadership qualities through planning and executing a 90-hour community service project.