Disha Tulsani

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EDUCATION

University Of Colorado Boulder, Leeds School of Business **Boulder, CO**

Master of Business Administration, Concentration in Finance *Graduation Date: May 2025*

University Of Wollongong in Dubai **Dubai, UAE**

Bachelors of Commerce, Concentration in Marketing *Graduation Date: Aug 2020*

WORK EXPERIENCE

Collimation Investment Bank **United States**

Associate *Apr 2025 - Present*

- Screened acquisition targets across AI, healthcare, and tech sectors, generating 5+ qualified leads and supporting deal origination strategy.
- Collaborated on an AI marketing firm acquisition, leading valuation (DCF, comps) and drafting investment memoranda.
- Conducted buy-side due diligence and led financial modeling to support cross-functional negotiation efforts.
- Synthesized market trends and competitor data to inform strategic recommendations for clients.

Apparel UAE FZCO **Dubai, UAE**

Product Support Specialist *Jun 2021 - Aug 2023*

- Spearheaded research on consumer behavior, digital performance, and competitor positioning across 5+ product categories, resulting in 7+ campaign strategies that increased engagement by 20%.
- Partnered with development and infrastructure teams to build product roadmaps and launch new features, enhancing UX and on-site conversion.
- Negotiated trade-offs between usability, design and delivery timelines across digital rollouts, improving adoption rates by 30%.
- Built Excel-based dashboards to forecast marketing needs, improving working capital efficiency and reducing CPA by 18%.
- Contributed to GTM strategy through messaging insights, KPI tracking, and regional campaign feedback loops.
- Supported global eCommerce operations with insights that influenced pricing and customer experience design.

PROJECT EXPERIENCE

CFA Research Challenge **United States**

Equity Research Analyst *Feb 2024 - Feb 2024*

- Led equity research on Walmart, issuing a BUY recommendation using DCF modeling, valuation analysis, and investment research.
- Built a detailed Discounted Cash Flow (DCF) model and other financial models, conducted sensitivity analysis, and assessed investment risks for strategic decision-making.
- Assessed Walmart's capital structure and leverage, benchmarking key financial ratios such as EV/EBITDA, P/E, and EV/Sales, benchmarking against competitors like Target, Costco, and Kroger to ensure industry due diligence.
- Presented findings to a panel of 8 CFA charter holders; defended revenue and margin assumptions in live Q&A, earning 3rd place among regional teams.

SKILLS & INTERESTS

Skills: Product Strategy & Roadmapping (Feature Prioritization, Competitive Analysis); User Experience & AI/ML Concepts (Retention Metrics, A/B Testing); Financial Modeling & Valuation (DCF, KPI Development); Investment Research (PitchBook, Finviz); Cross-Functional Collaboration (Jira, Asana)