Ben Hegewald

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## Education

**Brigham Young University – Marriott School of Business** Provo, UT

*Bachelor of Science in Finance, Minor in Computer Science (expected)* Apr 2026

* GPA 3.93 / 4.00
* *Brigham Young Scholarship,* Merit-based Academic Scholarship
* *Marriott School of Business Dean’s List* (top 5% of students) for 2 semesters
* Member of the Investment Banking, Finance Society, and Private Equity/Venture Capital Associations

## Experience

**Greenfield Avenue Capital** *(Private Equity Firm founded Jan 2024)*Provo, UT

*Private Equity Analyst* May 2024 – Present

* Assist in formation and refining of various models including DCFs, sensitivity analyses, and 3 statement models
* Analyze C.I.M.s making note of key information and metrics to assess interest in potential investment opportunities
* Work with and learn directly under Founding Partner (former Ares VP) including weekly 1-on-1 virtual trainings

**Clarke Capital** *(Private Equity Firm with $750mm+ AUM)*Draper, UT

*Private Equity Analyst* Jan 2024 – Present

* Conduct critical industry analysis to produce informational sub-industry reports within tech-enabled consumer space
* Aid in production and implementation of growth and profitability strategies for various current portfolio companies
* Assess potential acquisitions through extensive due diligence based upon operational and financial performance

**Vermilion Rock Advisors** *(Boutique Investment Banking Firm)*Provo, UT

*Investment Banking Analyst* Sep 2023 – Dec 2023

* Screened and analyzed over 30 companies weekly within the lower middle-market industrial manufacturing industry
* Gathered, synthesized, and reported on pertinent market activity and developments to assess current sector validity
* Utilized relevant databases and financial reports to identify and consider prospective financial and strategic buyers

**Brigham Capital** *(BYU Student Run Investment Fund)*Provo, UT

*Equity Analyst* Sep 2023 – Apr 2024

* Executed in-depth market evaluation over software and airline sectors to obtain specific industry edge and insights
* Created various informational reports and pitch decks to suggest potential stock investments to portfolio committee
* Constructed different valuations, models, and simulations to evaluate firms’ current positions within equity portfolio

Selected Investment Experience

*Investment in Alaska Airlines (NYSE: ALK) at $35.37*

* Implemented critical business analysis to establish a differentiated equity thesis, calculating a potential 66% upside
* Produced and presented investment pitch deck suggesting a 2-year hold that received an overall 85% passing vote

## Leadership & Service

**Hallo** *(Online Language Learning Platform)*Provo, UT

*Volunteer Instructor* Feb 2023 – Present

* Schedule, coordinate, and teach group and individual English classes online to 15+ students from around the world
* Create personalized study plans and homework material for students ranging from the A1 to C2 level of proficiency

**The Church of Jesus Christ of Latter-day Saints** Atlanta, GA

*Volunteer Representative* Aug 2020 – Aug 2022

* Managed and directed 100+ volunteers in goal setting, improving linguistic skills, and elevating overall leadership
* Performed over 400 hours of weekly community service including local food bank volunteering and hospital visits

## Awards, Skills & Interests

* *Brigham Young University Spanish Certificate;* ACTFL oral and written exam rating of Advanced Mid proficiency
* Olympus High School State finisher in 200m/4X400m track and field events; 2019 *Most Inspirational**Performance*
* *Eagle Scout*, Boy Scouts of America; personally installed 3 portable water filtration systems in Managua, Nicaragua
* Own collection of 10+ Rubik’s Cubes, with a personal record of 24 seconds; can solve 5X5 and transforming cubes