

# Beto Juárez III

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@betoiii  
210-573-1112

## EDUCATION

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MIT Sloan  
Cambridge, MA  
Class of 2013

### MBA - Entrepreneurship & Innovation Track

- Selected as Student Entrepreneur in Residence by Trust Center for MIT Entrepreneurship
- Springworks Scholar, awarded to top minority students researching entrepreneurship
- Thesis exploring building entrepreneurial communities

Stanford University  
Stanford, CA  
Class of 2007

### BA - International Relations

- Gregory Annenberg Weingarten Scholarship and Phi Beta Kappa Scholarship recipient
- Stanford Overseas Programs in Moscow and Paris

## PROFESSIONAL

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SpokeSwap.com  
San Francisco, CA  
1.2012 - Current

Co-founded a peer-to-peer audio  
visual rental marketplace

### Co-Founder and CTO

- Conceptualized product and business model by creating market-demand tests
- Designed and outsourced a minimum viable product in three months
- Work parallel to development team on front-end and UX design
- Using customer interviews, developed product adjustments including simplification, renter alerts, and e-mails
- Achieved 4,000+ unique visitors, 150+ transactions, 100+ positive reviews, 3 city rollouts, and \$90 average transaction value
- Led media, blogging, and marketing efforts
- Contributed to code base using HTML, CSS, PHP and Javascript

StepOne Ventures  
San Francisco, CA  
3.2009 - 8.2011

Business Development for Spanish  
tech companies expanding to  
US by providing connections and  
advice for deals with potential  
customers, partners, and investors

### Associate

- Prepared 20+ Spanish clients for 120+ business development meetings in Silicon Valley, resulting in \$2M+ worth of deals
- Coordinated one-week business trips, six times per year, for Spanish tech companies building business relationships in Silicon Valley
- Conducted market research on mobile payments sector in the US for BBVA, a large Spanish bank, resulting in BBVA's "innovation" office in San Francisco
- Surveyed 2M+ square feet of office space and negotiated \$120K lease in the heart of San Francisco's tech district

L.E.K. Consulting  
San Francisco, CA  
9.2007 - 3.2009

Management consulting,  
specializing in due diligence for  
private equity clients

### Associate

#### Renewable Energy Power Inverter Manufacturer, Commercial Due Diligence

- Led solar power team in due diligence of Xantrex Technology's solar inverter products; the client ultimately decided to purchase the company for \$479M, based mostly on the potential of Xantrex's solar business

#### Genomics Tools Manufacturer, Commercial Due Diligence

- Contacted, scheduled, and organized over 250 interviews for the due diligence of Applied Biosystems resulting in a \$6.7B acquisition by Invitrogen

## NONPROFIT & PRO-BONO

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- Led pro-bono team creating a revenue expansion model for La Cocina, a non-profit food business incubator in San Francisco, finding a potential additional \$15K in annual revenue
- Developed grant management system for Hispanics in Philanthropy, San Francisco

## SKILLS

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- Verbal and written fluency in Spanish; conversant in French and Russian
- Advanced Microsoft Excel including financial modeling and database analysis
- UI design and implementation using front-end design and programming

## INTERESTS

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- Guitar and Mariachi music
- Finding the perfect sazerac