

# NAMAN SHARMA

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## EXPERIENCE

**Boston Consulting Group (BCG X) – Venture Architect**; Austin, Texas August 2022 - Present

- Spearheaded product strategy with AI tooling to monetize premium networks on an ads marketplace for a global social media platform, resulting in a 35% increase in ad engagement through UGC and a 20% increase in subscription revenues
- Designed a robust AWS analytics pipeline, empowering the engineering team to refine in-app personalization algorithms, leading to a 20% increase in sponsored content engagement and a 15% increase in user session durations
- Leveraged advanced data mining/analytics and established dynamic KPIs to inform credit rewards targeting and optimize conversion rates, enhancing user engagement by 4x over industry average and converting 100,000+ monthly active users
- Built and pitched a B2B GTM playbook to market strategics, resulting in pilot partnerships with 2 F500 companies and initial customer pipeline for an operational predictive analytics SaaS solution

**OfColor – Product Management/Strategy**; Austin, Texas July 2021 – June 2022

- Led a team of 4 (3 engineers and 1 UI/UX designer) in optimizing OfColor's financial coaching platform through personalized content generation and budget gamification, achieving a 40% increase in user engagement and 30% uptick in user retention
- Conducted 30+ enterprise stakeholder and user interviews to support validation of content generation and community features
- Built financial/operational model for investors to help raise a \$6 million seed from VC/Growth Equity investors

**Battery Ventures – Analyst Extern**; San Francisco, California September 2021 – December 2021

- Sourced and lead deal due-diligence for potential minority investments in early-stage and growth-stage B2B SaaS
- Develop Battery's fintech and consumer investment thesis and pitch potential investment opportunities to senior leadership
- Lead diligence with target firm CEOs, build industry market maps, and drive financial due-diligence of key SaaS metrics

**PwC – Associate Management Consulting Intern, M&A Advisory**; New York, New York June 2021 – August 2021

- Provided strategic insights in a research report to client CFO for negotiations in a \$12 billion pharmaceutical merger engagement
- Conducted commercial due diligence on a \$3 billion CPG industry divestiture target in a private equity buy-side engagement
- Performed operational due diligence and standalone cost analysis on a \$330 million cloud service provider acquisition target

**NextRound Partners – Strategy/Operations Associate**; Austin, Texas November 2020 – June 2021

- Managed 3 FCFO projects from product unit economics to P&L projections for Techstars Boston and Techstars Austin startups
- Prepared investor materials (dashboards, memos, decks) for 6 Techstars accelerator startups, raising total \$9 million in seed funding
- Spearheaded a product pivot for a series A Insurtech platform and created go-to market strategy that drove a 60% LTV increase
- Performed cohort analyses on 2 B2B SaaS startups and assessed CAC:LTV to optimize spend across user acquisition channels

**OctoShop (acquired by Ibotta) – Growth Strategy**; Austin, Texas December 2020 – April 2021

- Led business development and go-to-market strategy from advisor to 2<sup>nd</sup> hire for an e-commerce extension startup
- Drove FCFO projects by converting business strategy to financial models for investor meetings, raising \$110k in pre-seed funding
- Managed an operational model to optimize marketing spend across growth channels, slashing CAC 55% and growing MAU 130%
- Created an affiliate network program to help expand product from 125,000 users to 960,000 users by time of acquisition

## EDUCATION

The University of Texas at Austin Bachelor of Business Administration, Finance  
Focus/Minor: Quantitative, Applied Statistical Modeling

## LEADERSHIP EXPERIENCE AND ACTIVITIES

**Austin Venture Strategy – Co-Founder/President**; Austin, Texas August 2020 – May 2021

- Lead 26 consultants in growth/product engagements with venture backed startups (Lendflow, Vareto, OfColor, Royal, etc.)
- Developed pro forma models for 4 Seed/Series A startups, leveraging CRM data to create robust go-to-market strategies
- Conducted pricing strategy analysis of a med-tech SaaS platform and created a COVID cloud transition with FY 2022 projections

## HONORS AND AWARDS

- Texas Product Engineering Organization (TPEO) Hackathon Finalist Fall 2020
- Goldman Sachs NY Diverse Abilities Case Competition 2<sup>nd</sup> place Spring 2019
- University Honors (6x) Fall 2018
- National AP Scholar, National Merit Finalist/Scholar Spring 2018

## ADDITIONAL INFORMATION

**Technical Skills:** Python, Excel, R, SQL (MySQL, PostgreSQL), Alteryx, Tableau, Hex, UiPath, Word, PowerPoint, Canva

**Languages:** Fluent in English, Hindi, Urdu, Basic Knowledge in Spanish

**Interests:** Startups, VC, Mental Healthcare, Urban Design, Tennis, Ultimate Frisbee, Bhangra

**Work Eligibility:** Eligible to work in the U.S. with no restrictions