DEVON SALIGA

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PROFESSIONAL EXPERIENCE

BeepboopDAO   **Washington, DC**
Board Member   *June 2024 - Present*
- Providing strategic product guidance related to AI implementation throughout the Beepboop web application.
- Assisting in the transition of Beepboop into a web3-enabled digital learning cooperative owned and operated by instructors and community members.

Beepboop   **New York, NY**
Founder & CEO   *August 2019 - June 2024*
- Beepboop is an edtech startup that transforms charismatic individuals into world-class language teachers through our gamified learning platform. Our technology enables teachers to run engaging, collaborative, role-play-based methods that help students learn languages 40% faster than traditional classroom techniques.

Leadership
- Recruited and managed a cross-functional team of 30, including designers, engineers, marketers, and language educators, fostering a collaborative environment to meet project timelines and quality standards.
- Oversaw product development, marketing, operations, recruiting, and FP&A, driving the company's mission and expansion.
- Spearheaded the fundraising process, raising $500,000 from funds such as Google Startups and Techstars powered by J.P. Morgan.
- Used SQL to analyze data and provide weekly KPI updates to investors, key stakeholders, and team members.

Product Development and AI Integration
- Utilized agile software development and user-centered design to build and launch a WebRTC-optimized, mobile-browser online language learning platform.
- Used Vertex AI Agent Builder to train and deploy a generative AI chatbot, increasing sales by 10% while reducing customer service emails by 20%.
- Reduced product and curriculum design expenses by 70% through time savings gained by training the team to use AI tools.

Growth and Marketing
- Expanded the B2C user base to 100,000 students through a targeted SEO strategy, utilizing third-party platforms to manage over 100 city-specific online language-learning communities
- Used Google Analytics and A/B testing to improve the key funnel step of getting users to book a second lesson by 200%.
- Created and executed a go-to-market plan that helped our marketers, teachers, designers, and educators coordinate a successful launch of our language learning product.

Maven Clinic   **New York, NY**
Director of Finance and Strategy   *February 2018 - August 2019*
- Conducted all financial modeling and led a cross-functional team to successfully execute Maven's $27 million Series B financing.
- As part of the product team, conducted market research and competitor analysis and designed a pricing strategy for a breast milk shipping product, which we shipped in under two months from ideation.
- Scaled Maven's financial infrastructure during growth from a 30 to a 65-person firm.
- Managed critical finance, operations, and HR functions, including the monthly close, FP&A, B2B sales team compensation structuring, B2B client contracting, offer letter drafting, internal expense management, and monthly financial and KPI reporting to the board.

Goldman Sachs   **New York, NY**
Associate, Investment Banking - Public Sector Healthcare   *August 2014 - January 2018*
- Advised billion-dollar healthcare systems on strategic finance and capital market deals, and assisted in developing comprehensive capital expenditure plans.
- Led the execution of numerous hundred-million-dollar debt issuances, managing tight timelines, cross-divisional coordination, pitches to rating agencies, and regulatory compliance.

Analyst, Investment Banking - Housing and Healthcare Funding   *November 2012 - August 2014*
- Provided quantitative and executional support as the sole analyst of Goldman Sachs' mortgage banking subsidiary, which specialized in working with the federal government to underwrite and service FHA-insured hospital mortgages.
- Oversaw mortgage cash flow structuring and final endorsement of a $500 million portfolio of FHA-insured hospital loans.

- Interacted extensively across desks and geographies, including with securities lending, treasury, and settlements; and regionally with London, Brazil, Japan, and India in order to manage asset servicing income events on equity, fixed income, and derivative products.
- Programmed VBA macros to automate the dividend payout process, saving the firm thousands of people-hours while reducing financial and regulatory risk.

SKILLS & CERTIFICATIONS

Skills: Google Cloud Platform, Google Analytics, JavaScript, SQL, Looker, Tableau, marketing, product management, product design, UI/UX Design, Agile, Scrum, Figma, HTML/CSS, Git, app development, SEO, data analytics, Excel/Sheets, Firebase, DAOs, QuickBooks, GAAP, FP&A, investment banking, valuation

Google Cloud Certification: Building a Virtual Agent with Dialogflow CX, Conversational AI on Vertex AI, Applying AI Principles with Google Cloud, Generative AI Fundamentals, Gemini for Cloud Architects, Transformer Model and BERT Model, Encoder-Decoder Architecture, Duet AI for Application Developers, Attention Mechanism

EDUCATION

Dartmouth College   June 2010
Bachelor's, Economics modified with Japanese
- Tuck School of Business Coursework: Financial Accounting, Marketing