

DEVON SALIGA

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PROFESSIONAL EXPERIENCE

BeepboopDAO

Board Member

Washington, DC

May 2024 - Present

- Providing strategic product guidance related to AI implementation throughout 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

Founder & CEO

New York, NY

August 2019 - May 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, mobile-browser optimized, online language learning platform, enhancing student speaking skills through live interactive sessions optimized for low-bandwidth use.
- 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.
- Incorporated a freemium B2C model and gamification tactics into product design, increasing paid conversion by 50%.
- Conducted extensive user research and interviews and built in-app functionality to collect feedback and track A/B tests in order to iterate on UX/UI design and product features.

Growth and Marketing

- Expanded the B2C user base to 100,000 students through a targeted SEO strategy, utilizing third-party platforms to create and 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

Director of Finance and Strategy

New York, NY

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 healthcare systems on strategic finance and capital market deals.
- Built operating models, performed credit analyses, and developed capital expenditure plans for billion-dollar healthcare systems.
- Served as the lead executor on dozens of hundred-million-dollar debt issuances, each involving establishing tight timelines, coordinating efforts across multiple firm divisions, pitching favorable credit stories to rating agencies, and ensuring compliance with complex securities regulations.
- Saved thousands of people-hours by initiating a banking technology efficiency process.

*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.

*Analyst, Operations - Asset Servicing**July 2010 - November 2012*

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

Google Cloud Certification: Building a Virtual Agent with Dialogflow CX, Conversational AI on Vertex AI and Dialogflow CX, 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