

# Donall Towey Costello

## Education:

2011 – 2015	University of Southampton	Economics M.Econ (BSc + MSc) – 2:1 UK (3.7GPA US)
2008 – 2010	Self-Taught	A-level: Mathematics, Economics, Spanish, AAA

## Work Experience:

### Startups – Co-Founder / Advisor (2020 – present)

- BofD – (Co-Founder)  
Built search engine that allows you to re-index the web from the viewpoint of any person
- Vertabody – (Co-Founder)  
Built consumer medical device to measure balance, reduced device costs from market average \$10k to \$100
- Qoorio – (Advisor/Interim Head of Growth)  
Hired by Vinted founder to pivot to B2B, unsuccessful/we closed. In the interim increased traffic by 10x

### Google – Channel Partnerships (Oct 2017 – Mar 2020)

- NE AdTech partnership BD manager, promoted to post MBA role building tech partnerships across EMEA
  - led C Suite discussions & built \$XX-\$XXM partnerships, top 5% deal performance globally
  - Worked XFN in opening new verticals valued at XBn in recurring revenue

### Google – Lead Consultant (Oct, 2016 - Sep 2017)

- Contracted to led external team assessing potential partners across EMEA, LATAM & APAC
  - Built the research framework, implemented globally
  - Onboarded, and managed a team of 5 analysts

### Strategy Consulting – Contract Analyst (Feb – Oct, 2016)

- eBay UK – pilot product launch of eBay neighbourhood
  - Helped iterate on product and secured support from highest value UK vendors
- L.E.K. – projects in real estate and CRO
  - Led expert interviews and advised on \$XXM deals
- Bain & Company – projects in FMCG, hospitality, ecommerce, manufacturing and food and beverages
  - Carried out due diligence and advised leading PE and Fortune 500 firms on deals \$XXM-XBn
  - Invited to return for 14 projects

### McKinsey & Company - Finalta – Visiting Analyst (Jan – Feb, 2016)

- Embedded in retail bank finding performance bottlenecks in processes across the firm
- Personally commended and awarded a bonus for the quality of the work carried out over the project

### Teen Founder (2009 – 2011)

- Provided CS corporate educational training, pitched & retained clients including Oracle Corporation

## Volunteer Experience:

### Communications Committee – Vipassana UK (2019 - 2020)

- Led online and offline analytics to drive completion rates of the 10 day silent meditation retreat

### Co-Founder & Treasurer of University of Southampton Touch Rugby Club (2012 -2015)

- Built from 0 to 30 nationally competing players, affiliated with O2 Touch, re-elected for a 2nd and 3rd term

## Professional Development:

2019 - 2020	Deeplearning.AI (Coursera)	Deep learning Specialization (3 month course)
2019 - 2019	Royal Academy of Dramatic Arts	Leadership Presence (Short Course)
2018 – 2019	Harvard (edX)	CS50 Computer Science (full semester course)

## Native Languages:

English, Spanish

## Nationality:

UK & EU (Ireland)