

JON LEXA

EDUCATION

INSEAD

M.B.A.

Singapore, France

2016

- Member of INSEAD's Venture Capital & Private Equity Club

UNIVERSITY OF CALIFORNIA LOS ANGELES

B.S., major in Cognitive Science, minor in Human Complex Systems

USA

2012 – 2010

- President – Sigma Eta Pi Entrepreneurship Fraternity; Co-Captain – UCLA Cycling Team

EXPERIENCE

BOSTON CONSULTING GROUP

Consultant – Digital Practice

Nordics

2017 – Present

SPOKE LONDON

Ops Ninja

UK

2016

Strategy & Operations

- Substantiated operating plan by evaluating vendor proposals with in-house logistics, and modeling cost drivers such as forecasted units sold, order composition, returns, and write-offs
- Developed and implemented bespoke barcoding solution to reduce stock count time by 50% and errors by 4%
- Ran recruiting campaigns, interviewing 20 and hiring 2 for customer service and operations roles

Analytics

- Assessed probability of variance across cost drivers, conducting sensitivity analysis to evaluate financial impact
- Extracted customer insights by performing cohort analyses, identifying customers who had single vs. repeat purchases, and understanding how order size changed across repeat purchases

OPERA SOLUTIONS

Independent Contractor, Senior Associate, Associate, Analyst

UK, Japan, USA

2016 – 2012

Strategic Corporate Finance

- Served as lead associate on Series D and Series G rounds (totaling \$58m), modelling 3-year revenue growth and cash flow across products using inputs such as bookings, revenue, IT, and personnel hiring costs
- Obtained approval by board for \$88m employee equity plan composed of common equity, restricted membership units, and multi-tranche phantom equity
- Analyzed dilutive impact of future rounds by scenario-modeling cap table and distribution waterfall

Digital Strategy and Analytics Consulting

- Managed global team of 6 data scientists and consultants, delivering customer journey analytics into real-time operations and revenue management systems for 3rd largest airplane group in Europe
- Codified propensity of 56m customers to travel to specific destinations, feeding propensity scores into marketing campaigns and generating incremental revenue of £20m
- Directed build of weekly commercial trading report, identifying reasons for underperformance by comparing 18 customer and channel insights, built from 2,500 distinct data fields from last 3 years

Corporate Development and Operations

- Diverted firm from critical period of negative cash flow by planning and executing \$25m restructuring plan
- Encouraged profitability to be key decision for new deals by building scalable deal review process
- Sourced and interviewed 21 candidates across 3 days to be part of 2014 summer analyst / associate class

Client Relationship & Management

- Advised general counsel and CFO on implementing employee equity plan for 150 employees
- Presented \$350m digital strategy plan to C-suite of FinTech firm
- Aided multi-year extension of £3m solutions and services contract by developing relationships with senior management of 3rd largest airlines in Europe

ADDITIONAL INFORMATION

- **Interests:** Ardent explorer of good food and culture; Active outdoorsman – enjoy hiking, surfing, sailing, skiing, biking, bouldering, and tennis
- **Other Experience:** Sound engineer in USA and Brazil
- **Languages:** English (Native), Japanese (Practical), Spanish (Basic)