

# Ashna Ahmad

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## SELECTED EXPERIENCE

### OXX | INVESTMENT PROFESSIONAL

Stockholm, Sweden | May 2024 - ongoing

- Drove new deal sourcing, particularly in Sweden, the UK and France, with a 50% conversion rate to lead stage; independently managed initial due diligence stages.
- Owned thematic sourcing and thesis-building for healthtech and open-source software; produced the Rising Stars of Open Source report.
- Built and maintained the entire codebase for automated sourcing and company scoring from scratch.
- Produced thorough later-stage analysis materials covering product depth, go-to-market strategy and scalability, and financial and transaction modelling.
- Executed the analysis for our Series A lead investment in Kodiak Hub, with a particular focus on market and competitive dynamics; managed the technical and product due diligence stream in close collaboration with third party providers.
- Represented Oxx at conferences in Europe, particularly building and maintaining relationships with Nordic and French founders and investors, as well as the Stockholm AI and impact scenes.

### HENQ CAPITAL | ANALYST

Amsterdam, Netherlands | Dec 2023 - May 2024

- Sourced 20 founders per month, converting 66% into leads, in particular by writing scripts to automate sourcing of founders who match henQ criteria.
- Represented henQ positioning to leads and evaluated their alignment with investment criteria on team, product, market and metric grounds, supported by thorough sector research.
- Observed Cloudtalk board meetings and analysed company financials to deliver key product and GTM strategy suggestions.

### ENTREPRENEUR FIRST, STATION F | FOUNDER IN RESIDENCE

Paris, France | Mar - Dec 2023

- Participated in a hackathon and won a place on the EF incubator to develop the app we built into a startup.
- Conducted deep customer research on developer onboarding tooling, speaking to over 100 CTOs and tech leads to segment the market and build and iterate on a data-driven prototype. More reflections [here](#).

### DOUBLEWORD | SOFTWARE ENGINEER AND TECHNICAL WRITER

London, UK | Mar - Jun 2023

- Built the human-readable interface of the 'Iris' product for low-code users in Python (Typer/Rich).
- Wrote the product documentation from scratch.
- Owned QA, designing and implementing tests for Iris (Pytest) and training models (PyTorch, Hugging Face Transformers) to ship bug-free machine learning functionalities.

## EDUCATION

### Imperial College London

London, UK | Sep 2022 - Mar 2023

#### MSc COMPUTING

Specialised in machine learning and symbolic reasoning. Left the programme after EF hackathon to work on my startup.

### Trinity College, University of Cambridge

Cambridge, UK | Oct 2019 - Jun 2022

#### BA LINGUISTICS, FIRST CLASS HONOURS WITH DISTINCTION

Specialised in computational modelling of human language processing (PyTorch, spaCy, NLTK)

Ranked second in the cohort. Trinity College Senior Scholar and Winifred Georgina Holgate Pollard Prize winner.

Alongside studies, was the first employee at a Cambridge biotech spinout, focusing on go-to-market and fundraising.

## SKILLS

**Languages:** English (native), French (proficient), Swedish (proficient), Spanish (intermediate), German (intermediate)

**Tech:** Python (data science stack), C++, Docker, Kubernetes, AWS, Bash, Linux/UNIX, Git, Adobe InDesign, Figma, L<sup>A</sup>T<sub>E</sub>X