

Alex Wald

PROFESSIONAL EXPERIENCE

EasyTab

CEO and Co-Founder

New York, NY
Sep. 2018 – Current

- EasyTab is a mobile payment platform for guests to pay their tabs on their phones at bars / restaurants
- Highlights: Over 5,000 users, 10 locations, \$100k+ in transactions, 7 POS integrations
- Built and managed 4+ person dev team, to build a consumer mobile app with backend admin, and multiple API's linking to Point of Sale systems and secure payment gateways (EasyTab on iOS or Android app stores: easytab.app.link)
 - Created wireframes, user stories, flow diagrams, technical specs, JIRA board, and product roadmap
 - Iterated UI / UX and feature changes by conducting user analysis under an Agile approach
 - Documented and coded sample JSON and Curl postman API collections for the developers
- Managed 5+ person B2B sales team to develop a 100+ lead pipeline, set up Hub spot CRM, and wrote sales pitch guides

TriState Technology

Senior Project Manager and Head of U.S. Sales

New York, NY
Jul. 2019 – Current

- Client: NYP Weill Cornell Medicine – Anesthesiology department (Largest hospital in NY, Top 5 in U.S.)
 - Led project to set / share schedule of OR assignments for attending physicians, residents, & CRNAs, linked to EPIC
 - Oversaw technical requirements and design of a new department directory app using Flutter

BNP Paribas

Project Manager, Credit Trading Desk

New York, NY
Nov. 2016 – Jan. 2019

- Managed and documented projects for the credit trading desk with development teams, traders, and business management
 - Led project to enhance and automate EOD PnL and risk reports generated by the credit trading desk
 - Saved 10,000 hours of effort annually for the desk and improved accuracy
 - Implemented project to build tools to automate daily desk bond hedging with U.S. treasuries
 - Documented production implementation and QA plans
 - Organized UAT testing and worked with stakeholders to deploy solutions
- Participated in production support and BAU enhancements of in-house developed business applications

Analyst, Interest Rate Derivatives Desk

Oct. 2014 – Nov. 2016

- Co-ordinated and monitored risk of compression cycles across multiple currencies; USD, CAD and MXN
 - Terminated approximately \$300 billion to \$1 trillion of notional from the bank's books each month in conjunction with Traders, P&L and IT system managers
 - Worked with the desk to set appropriate delta and spread risk tolerances, assisted in ensuring risk is properly hedged, and provided EOD PV impact of unwinds
- Led global development of CME rates compression cycles for the bank and coordinated with IT to build and design the process

MC Financial

Summer Analyst, Credit Risk

New York, NY
Jun. 2013 – Aug. 2013

- Created target allocations and ran factor analysis for a \$5 million subprime credit portfolio: reduced default rate by 7% over NTM

EDUCATION

Emory University Goizueta Business School

Bachelor of Business Administration with a concentration in Operations and Finance

Atlanta, GA
May 2014

Cumulative GPA: 3.5/4.0

Relevant Coursework: Operations Management, Project Management, Data Visualization & Analytics, Applied Statistics

Honors: Honor Society, Dean's List

Co-founded Emory Entrepreneurship and Venture Management Club

- Organized HackATL (hackatl.org) largest hackathon in SE U.S. 400+ attendees from 60+ universities, and notable Atlanta VCs

University of Virginia – Digital Product Management Certificate

July 2020

SKILLS, ACTIVITIES & INTERESTS

Skills: Product Development, Project Management, App Development (Native, Flutter), Agile methods (JIRA, Trello), Offshoring

Coding & Tools: Excel, VBA, Python, JSON, SQL, MongoDB, HTML/CSS, RESTful APIs, MEAN stack, Postman, Git/Github

Payments & APIs: Apple Pay, Google Pay, ACH (Credit/Debit), Braintree, Paypal, Square, Stripe, Plaid, Spreedly, Omnivore, Toast

Certifications & Training: Series 7 & 63, Passed Level I CFA Program | Bloomberg Terminal Certified | Pilot License in progress

Other Interests: Entrepreneurship, Coding, Cooking, Basketball, Hockey, Physics, Flying