



ONGOING PROJECTS

- **Board Member** @ Warm & Fuzzy (Creative)
- **Product Advisor** @ Loop (Health AI)
- **LP** @ Framework Ventures (DeFi, Gaming)



SKILLS

- **Leadership:** 1 founder exit, 1 close miss
- **Data:** Python, SQL (sufficient)
- **Product Growth:** user alignment + testing

BETWISE

FOUNDER, CEO

2022 - PRESENT

- Set vision to build the **best way for sports fans to experience games** without watching
- **Raised \$300k in SAFE**, hired and led cross-functional team
- **Built MVP** to help sports bettors **automate social growth, build paywalled community and grow their business** (customer acquisition, payment processor, betting data analytics, community tools)
- Sports betting creator marketplace achieved **100 sellers, 3,000 subscribers** and **\$25k/mo Gross Market Volume** (GMV) with only product-led growth
- Pivoted to b2c **free-to-play sports games to collaborate and challenge friends**

WAVE.TV

SVP, PRODUCT

2020 - 2022

- From inception to delivery, PM'd **Gym Heroes Fitness App** earning **2 million monthly active users (MAU)** with **\$0 CAC**
- **Lowered media production costs 55% by applying NLP, ML functions** to automate collaboration inefficiencies including metadata tagging
- Built **modern data pipeline** to improve analytics and brand team cycles (Fivetran, DBT, Snowflake)
- Convinced C-suite to use **consumer demand validation model** (landing pages) to **inform brand prioritization and investment strategy**

BILLBOARD / VARIETY / MRC

VP, PRODUCT

2018 - 2020

- CEO and I **set strategy for industry-first b2b and b2c film & TV data business** (think “Billboard Music Charts” for Film & TV)
- Hired cross-function team to build **b2b econometric streaming data products for SVOD, AVOD, theatrical and other releases** in one system
- Created consumer Film & TV charts (paused for COVID, now available on [variety.com](https://www.variety.com)); launched first Billboard Global Charts, new video + ad products, opened AMEA market to monetize

SNAP

MKTG SCIENCES / DATA PRODUCT

2014 - 2018

- First 10 business hire who spent three months convincing Evan to share data for first time
- Founded global teams: **Marketing Sciences, Data Product, Research & Insights, Creative Best Practices**, and hired 40+ FTE across functions
- My team built **15+ measurement products** that **drove \$50m+** [brand survey] and **11 patents**
- Led **8 figure acquisition of Placed** that drove **\$XXm incremental revenue** from better ad targeting

REEL INTEL

CO-FOUNDER, COO

2013 - 2014

- **Partnered with national movie theater chain** as data provider and alpha customer
- Co-wrote genetic algorithm in R that **increased exhibitor revenue for by 2%**
- **Designed in-market natural experiment** that validated algorithm's performance
- Ultimately **shut down** due to operational challenges

NIelsen

RESEARCH MANAGER -> DIRECTOR

2010 - 14

- As on-site consultant at Google HQ, sold **\$10m in research and data products (3x YoY)**
- **Appended Google's digital data to Nielsen's legacy audience measurement** and brand effectiveness data products (Google Display Network, Google Search, YouTube)
- **Co-founded Nielsen Innovation Lab** to incubate startups and gain access to strategic data
- Pivoted Nielsen to Multi Touch Attribution business (**\$3m ARR in first 12 months**)