



OPERATOR HIGHLIGHTS

- **Founder:** 3x founder, 1 exit
- **Growth:** consumer product reaching 2m MAU
- **Revenue:** PM'd data businesses earning \$40m

BETWISE • FOUNDER, CEO • 2022 - PRESENT

Goal: convert the next 100m sports fans to betting games

- Raised \$300k in SAFE, hired and cross-functional team
- \$0 CAC earned 100s of inbound sellers to marketplace via growth product feature testing
- Pivoted to new Bettor onramps as demand saturation met

WAVE.TV • SVP, PRODUCT • 2020 - 2022

Goal: diversify revenue streams , reduce production costs

- Created **Gym Heroes Fitness App** as d2c game earning separate sponsorship revenue
- Built **modern data pipeline** (Fivetran, DBT, Snowflake)
- Created consumer demand validation landing pages that drove eComm and d2c app roadmaps for 3 brands

MRC DATA • VP, PRODUCT • 2018 - 2020

Goal: launch b2b and b2c businesses for The Hollywood Reporter

- Built industry-first b2b SVOD econometric data products
- Launched first Billboard Global Charts, new video + ad products

SNAP • MKTG SCIENCE / PRODUCT • 2014 - 2018

Goal: build products and teams to attract and grow advertiser spend

- Managed P&L, hired 40+ FTE across Marketing Sciences, Data Products, Research & Insights, Creative Best Practices
- Built 15+ data products earning dozens of patents

REEL INTEL • COFOUNDER • 2013 - 2014

Goal: optimize movie theater showtimes to meet dynamic demand

- Co-wrote genetic algorithm in R (I used to be a data scientist)
- Designed natural experiment that validated algorithm's performance

NIELSEN • RESEARCH MGR -> DIR PRODUCT • 2010 - 14

Goal: grow Google/YouTube ad business with data

- Built new Audience Measurement, Brand Effectiveness and Conversion Attribution data products
- Co-founded Nielsen Innovation Lab to incubate startups
- Pivoted Nielsen's focus from Media Mix Modeling to Multi Touch Attribution



ADVISOR / INVESTOR

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



IMPACT

\$25k/mo Gross Market Volume

Attracted **100 sellers** that acquired **3,000 subscribers**

70% higher sub retention vs norms

Reduced production costs 55% by applying NPL, ML functions

Grew Gym Heroes app to **2m MAU** w/in **3 months**

Built what would become **\$10m data product business**

Helped unlock AMEA revenue

Data products earned incr. **~\$50m+** [2016 brand survey]

Led **8 figure acquisition** that drove **\$XXm incremental revenue** from better ad targeting

Increased **exhibitor revenue** for by **2%** in testing

Ultimately **shut down** due to **operational challenges**

Sold Google over **\$10m** in research and data products to **(3x YoY)**

MTA product reached **\$3m ARR** in **first 12 months**