

**OPERATOR**

- 3x founder with one exit and two oopsies
- Sold \$20m+ b2b data products
- First 15 business hire @Snap

BETWISE • FOUNDER, CEO • 2023 - PRESENT

Goal: onboard the next 100m sports fans to play betting games

- Raised \$300k in SAFE, hired and led team
- "Growth hacked" share function to drive 100s of inbound sellers to marketplace
- Pivoted to free-to-play, free-to-win game with trusted data

WAVE.TV • SVP, PRODUCT • 2020 - 2022

Goal: diversify revenue, reduce production costs

- Built modern data pipeline (Fivetran, DBT, Snowflake) to direct insights to relevant teams
- Created consumer demand validation landing pages that drove eComm and d2c app roadmaps for 3 brands
- Launched Gym Heroes Fitness App

MRC DATA • VP, PRODUCT • 2018 - 2022

Goal: launch b2b and b2c businesses for The Hollywood Reporter

- Built net-new b2b data products
- Launched global chart products, video + ad products

SNAP • PROD MGR -> GROUP LEAD • 2014 - 2018

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

- Managed P&L, hired 40+ team members across data product, marketing sciences, research & insights
- Patented 15+ data products, led Placed acquisition

REEL INTEL • COFOUNDER • 2013 - 13

Goal: sell analytics tools to theatrical exhibitors that drive revenue

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

NIELSEN • MGR -> DIR PRODUCT • 2010 - 14

Goal: grow Google/YouTube ad business with data

- Built new Audience Measurement, Brand Effectiveness and Media + Conversion Attribution data products for leading platforms, brands across verticals
- Sold over \$5m in research and data products in 2012

**ADVISOR / INVESTOR**

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

**IMPACT**

\$25k Gross Market Volume (GMV)

Enable 100 sellers to acquire 10,000 subscribers

70% higher retention vs comp

Lowered production costs by 55% by applying NPL, computer vision tagging and adjacent functions

Grew consumer fitness app to 2m MAU w/in 3 months

Built what would become \$10m data product business

Launched new global consumer charts

Snap advertisers happier with insights & measurement vs Meta, we were responsible for incremental ~\$50m+ [2016 brand survey]

Increased exhibitor revenue for by 2% in testing

Ultimately shut down due to operational challenges

3x'd Nielsen product revenue from Google

Formed Nielsen Innovation Lab to incubate mobile startups