

# T. Ryan Guest

2237 Pine Street • Boulder, CO 80302 • 508-932-5533 • guest.ryan@gmail.com

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## EDUCATION

- 2008–2010 TUCK SCHOOL OF BUSINESS AT DARTMOUTH Hanover, NH**  
*Master of Business Administration, June 2010*
- Tuck Merit Scholar
  - Consulting Club, Tuck Student Consulting Services, Social Chair – Tuck Student Board, Outdoor Club, New Sector Alliance Alumni Board Member, and Center for Digital Strategies Member
- 2001–2005 BOSTON COLLEGE Chestnut Hill, MA**  
*Bachelor of Science in Business, cum laude, May 2005*
- Double major in Finance and Corporate Reporting and Analysis
  - Golden Key International Honor Society, National Society of Collegiate Scholars, and Dean's List
  - Screaming Eagles Marching Band and Pep Band, Half-Time Retreat Leader, and Running Club
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## EXPERIENCE

- 2011 – Q4 2013 GREENHOUSE PARTNERS, LLC Boulder, CO**  
*A brand and marketing strategy consulting firm that delivers whole brand solutions.*  
*Strategy Associate*
- New business team lead, developing and pitching presentations to senior leadership of prospects, bringing in 22% of total revenue for 2012 and 18% for 2013.
  - Managed successful US launch of Mexican beer brand, overseeing all tactics including POS promotions, social media strategy and execution, website development, etc., leading to beer sales of 3,000 cases per month per state.
  - Collaborated with luxury travel client to develop a B2B product in April, increasing overall revenue by 10%.
  - Led team to identify and capitalize on new market opportunities for Chromatic Technologies, Inc. (ink maker of Coors "Cold Activated" can), eventually launching one \$10M+ product and one \$20M product.
  - Managed strategy development and execution of marketing communications for SaaS product, leading to +4-5% increase in response rate.
  - Led team in development of positioning, brand strategy, and brand hierarchy for 8 clients, including Snarf's (sandwich chain) and Bacardi Mixers.
- 2010 – 2011 LIBERTY MUTUAL GROUP Boston, MA**  
*Senior Product Analyst – State of Florida Personal Lines*
- Developed "Thank You" Program for Liberty Florida policyholders, increasing statewide retention by 1.5%.
  - Implemented program to control sinkhole problem in FL, saving company ~\$10M annually.
- Summer 2009 NEW SECTOR ALLIANCE Boston, MA**  
*A social impact strategy consulting firm that provides services to non-profit organizations today and helps develop future non-profit leaders for tomorrow.*  
*Summer Consultant*
- Analyzed proprietary data set and synthesized insights into high profile presentation given by Dr. Porter, CEO of Initiative for a Competitive Inner City (ICIC), at Inner City Economic Forum Summit.
- 2005–2008 LIBERTY MUTUAL GROUP Boston, MA**  
*Financial Analyst II – Personal Markets Planning and Analysis*
- Managed ~\$1.2 billion personnel expense budget for the Personal Market strategic business unit.
    - Created automated financial model to analyze planned personnel expenses and produce multiple reports for both forecasted and actual results, reducing planning errors by 20%.
  - Coordinated with product management team to develop cost-based pricing component for five lines of insurance, enhancing overall pricing accuracy by average of 10% across all lines.
- Fellowship in Finance and Accounting (FIFA) Associate*
- Managed group of five responsible for rewriting accounting interface, enhancing efficiency by 90%.
  - Streamlined accounting risk-control structure within department to reduce necessary time spent on attestation efforts, cutting testing requirements by 10%.
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## PERSONAL

- Board member, Boulder Ballet (Oversight Committee)
- Avid fly fisherman, have caught 20+ species of fish
- Backpacking enthusiast, hiked 211-mile John Muir Trail in Sierra Nevada