

DILLON CASADOS

Greater Los Angeles Area

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Deeply analytical Operations Leader with experience scaling processes, systems, headcount, and products for a high-growth technology startup, from seed-funding through investment, product monetization and launch, successful company acquisition, and post-M&A integration and expansion. Advanced skills in Excel, SQL, Data Analysis, Business Intelligence, Financial Modeling, Capacity Planning, Forecasting, P&L Analysis, Market/Customer Analysis, and Process Automation coupled with high EQ in terms of managing teams, building consensus, aligning stakeholders, and partnering with CxOs.

EXPERIENCE

Opendoor | *Los Angeles, CA - First all-in-one buy/sell/trade online real estate company*

Business Operations Manager

Sept. 2018 - May 2020

Brought in via Open Listing acquisition to measure, improve, and scale buy-side operations across Sales, Support, and Agent Operations teams as Opendoor expanded into 21 U.S. markets, driving revenues to ~\$16M in one year.

- Created geo-specific financial and capacity models to forecast P&L, Contribution Margin (CM), and headcount requirements in support of GTM strategy and launch into 6 tier-1 markets.
- Built SQL BI platform to track KPIs / OKRs of staff and agents, then redesigned chat sales processes, automated workflows, and A/B-tested campaigns to achieve 60% efficiency gains and 170% conversion uptick.
- Further leveraged SQL BI system to monitor performance of 4 inbound telesales staff, leading to changes to UVP pitch, phone sales processes, and staffing that increased client conversions 140%.
- Led operations on Engineering, Product, Operations, and Design (EPOD) taskforce in embedding newly created, tested, and proven sales processes into the core product as a lauded “concierge” feature.
- Trained business unit staff on all forecasting, modeling, and reporting tools to enable self-serve access.

Open Listings | *Los Angeles, CA - Online real estate broker specializing in buy-side transactions*

Business Operations Lead

Oct. 2016 - Sept. 2018

Streamlined and automated end-to-end buyer operations, empowering a single broker to process 30+ transactions at once (6X the industry average), which catapulted revenues to \$40M and attracted an acquisition from Opendoor.

- As 1 of the first 7 employees, scaled Real Estate Operations team to 6 staff and created performance review process and rubric as well as orientation and trainings, lending to 100% employee retention.
- Devised an automated financial reconciliation and commission disbursement tool to rapidly process 100s of monthly transactions and split payouts between customers and contracted field agents.
- Integrated new workflows into the core product by teaming up with Engineering to build templates, transactional emails, features, and APIs enabling access to third-party tools, such as DocuSign.
- Powered M&A due diligence via Excel models of individual markets, financial performance, and P&L.

The Agency | *Los Angeles, CA - High-end residential real estate brokerage firm*

Business Operations Associate

Aug. 2015 - Oct. 2016

Established systems and operations for one of the top agents in this 100-person firm, quadrupling capacity from 4 transactions per year to 16 completed deals in 2016, driving \$11M in sales.

- Built out automated operational procedures and set up robust accounting of \$275K P&L via Quick-Books in order to boost transactions-per-operator by 2.5X while increasing margins 25%.
- Designed targeted top-of-funnel marketing programs that grew lead base, increasing YoY revenue 300%.
- Created Excel models delivering macro- and micro-market insights for stakeholders.

Publicis Groupe | *Los Angeles, CA - Top media planning agency for Disney Studios*

Media Analyst / Summer Intern

June 2013 - Aug. 2013

Helped plan multimillion-dollar, large-scale media campaigns for Disney, Marvel, and Pixar films.

- Increased 4-person media team’s efficiency 50% based on excel models of budget, calendar, and workflows.
- Optimized ad campaign for Disney release of “Planes” via analysis of demographics, viewer behavior and TRP / flow charts.

EDUCATION

Lund University | *Lund, Sweden - Ranked among the world’s top 100 universities*

MS Entrepreneurship & Innovation

June 2015

Thesis - [Entrepreneurial Failure, Networks and Sensemaking: An Interpretive Phenomenological Analysis](#)

Linfield College | *McMinnville, Oregon - Private Liberal Arts College*

BA Finance, Philosophy and Economics

June 2014

Student Body President | Fraternity VP & Treasurer | Head of Sustainability Council | College Planning/ Budget Council