

Evan Besser

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SUMMARY

Entrepreneurial, results-oriented professional passionate about innovation, novel technologies, startups, and disruptive thinking. Experience in web development, consulting, strategy and competitive analysis, market research, product management, user experience, business development, financial due diligence, crowdfunding, and employee management.

EXPERIENCE

General Assembly

New York, NY

Web Development Immersive Program

December 2013 – March 2014

- 12-week immersive program on full-stack web development
- Topics Covered: Ruby on Rails, HTML/CSS, SQL, TDD, Javascript, AJAX, jQuery

ConnectEDU

Boston, MA

Business Development Associate

January – June 2013

- Evaluated and discovered prospective partnerships and large-scale sales opportunities at an education technology company with a \$20 million annual revenue stream and a mission to connect students to career paths
 - Identified key partnership opportunities in the telecom industry, focusing on ISP's with significant market share in the \$2.5B E-Rate program, which provides affordable internet access to educational institutions
 - Structured the pricing model for a proposed \$10M+ opportunity to provide ConnectEDU's Compass Tablet to entire student body at a prominent Floridian charter school
 - Supported senior leadership in initial outreach and discussion with CEO of an ePortfolio startup; presented proposals regarding product integration and potential revenue sharing models
- Provided strategic consultation to the "I Have A Dream" Foundation's national office alongside senior leadership and CEO in an effort to expand their reach to low-income students and ensure long-term organizational sustainability
 - Analyzed organization's balance sheet resulting in annual operational savings of 20% while increasing organization's investment in growth-enabling technology
 - Assessed organization's business model and performed in-depth SWOT analyses through discovery sessions with staff, franchisees, and impacted students
 - Created and presented a 3-year strategic plan including updated KPI's, staffing model, and growth plan, which was approved by the organization's Board of Directors

Solutions Analyst

October 2011-December 2012

- Collaborated among product managers, business managers, and technical writers to develop innovative solutions to internally requested and client-funded products and product enhancements
- Managed annual budget of \$50k for freelance web-development; directed team of one full-time employee and four off-site developers; approved completed work in a highly interactive production process
- Organized weekly sessions to improve functionality of existing products and incorporate the long-term product vision

LeadDog Capital Markets LLC

New York, NY

Investments Intern

Summer 2010

- Investigated trends in the electrical hardware industry in order to identify prospective investment opportunities
- Researched companies at both a macro and micro level and competitive landscape to support investment thesis
 - Focused on innovation within the energy-efficient lighting industry
- Generated deal flow through outbound calling and email to entrepreneurs and executives
- Supported Chairman in pitch meetings with founders seeking early stage investments

EDUCATION

Brown University

Providence, RI

- B.A. Business Economics; Area of Focus: Entrepreneurship
- Brown University Varsity Squash Team (2007-2011) – Team Captain '11
- Member of Sigma Chi Fraternity

Class of 2011

SKILLS & INTERESTS

- **Technical Skills:** Google Analytics, JIRA, Balsamiq, Microsoft SharePoint, Microsoft Visio
- **Interests:** Technology and Startup Trends, Guitar, Tennis, Skydiving, PADI Certified Scuba Diver, Golf