

Evan Besser

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PROFESSIONAL EXPERIENCE

ConnectEDU

Boston, MA

Corporate Development Associate

January – June 2013

- Evaluated and discovered prospective partnerships and large-scale sales opportunities at an education technology company with a \$25 million annual revenue stream and a mission to connect students to viable 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 \$10MM+ opportunity to provide ConnectEDU's Compass Tablet to entire student body at a 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 to internal team members
- Worked with CEO to provide strategic consultation to the "I Have A Dream" Foundation's national office, in an effort to expand their reach to low-income students and ensure long-term organizational sustainability
 - Assessed organization's balance sheet resulting in annual operational savings of 20% while increasing investment in growth-enabling technology
 - Analyzed financial aid market trends and managed discovery sessions with Board members, staff, franchisees, and impacted students to evaluate the organization's business model and core competencies
 - Aided in the development and presentation of a 3-year strategic growth plan, which included a staff reorganization, updated KPI's, a college savings account roadmap/implementation strategy, and a rationalized fundraising model; proposal 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
- Created and implemented departmental process documentation and time-sheets
- Organized weekly sessions to improve functionality of existing products and incorporate the long-term product vision

Barneys NY

New York, NY

Merchandise Planning Intern

Summer 2010

- Executed sales plans for the NYC Warehouse Sale (\$5MM+ in revenues) by supporting head merchandise planner
- Reviewed business cycles, consumer trends, and retail forecasts to create sales and markdown strategies for 40+ stores
- Liaised among EVP's, buyers, and planners to discuss upcoming sales projections and go-to-market pricing strategies

LeadDog Capital Markets LLC

New York, NY

Investments Intern

Summer 2009

- Supported CEO in pitch meetings with founders seeking early stage investments
- Performed initial research and sourcing to entrepreneurs regarding investments into their products and services
 - Focused on innovation within long-lasting light bulb and LED light panel markets
- Created and edited legal documents regarding investments in selected organizations

EDUCATION

Brown University

Providence, RI

Class of 2011

- B.A. in Commerce, Organizations, and Entrepreneurship: Business Economics
- Brown University Varsity Squash Team (2007-2011) – Team Captain '11
- Member of Sigma Chi Fraternity

University of New South Wales (Semester Abroad)

Sydney, Australia

- Relevant Coursework: Environmental Economics, Corporate Finance, Social Entrepreneurship

Fall 2009

SKILLS & INTERESTS

- **Training:** Breaking Into Wall Street Excellence with Excel, Licensed New York City Emergency Medical Technician
- **Technical Skills:** Google Analytics, HTML, JIRA, Snagit, Balsamiq, Microsoft SharePoint, Microsoft Visio
- **Interests:** Startup Trends and Local Events, Guitar, Tennis, Skydiving, PADI Certified Scuba Diver, Golf