

# JONNY HALPRIN

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## PROFESSIONAL EXPERIENCE

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### TICKPICK LLC

GM of Primary Ticketing

Los Angeles, CA  
Nov 2024—Oct 2025

*TickPick overview:* Ticket resale marketplace with >\$1Bn of annual sales. Raised \$250M from Brighton Park Capital in 2024.

#### Highlights:

- Lead all aspects of TickPick primary ticketing business: product, operations, finance, business development. Key achievements:
  - Oversaw integration of Fanimal technology into TickPick Tech Stack
  - Retained >90% of Fanimal B2B clients through the transition
  - Quadrupled revenue within first 6 months post integration

### FANIMAL INC. (Acquired by TickPick)

Co-Founder & CEO

Los Angeles, CA  
June 2019—November 2024

*Fanimal overview:* Vertically integrated live events software platform. Consumer marketplace with \$5Bn of evergreen inventory + turn key software suite for event organizers, enhanced by patented group-purchase.

#### Highlights:

- Led all aspects of the company through key milestones from ideation to scale to exit:
  - >250k users, >120 event organizer partners, \$12M annual GMV, >\$1M annual revenue
  - 4.9 / 5.0 customer review score with nearly 1k verified reviews; highest score in ticketing category on Trustpilot
  - Secured Group Purchase patent, multiple trademarks
- Led fundraising and investor relations:
  - Raised \$7M of equity capital in 4 different rounds and \$2.5M venture debt; led investor relations.
- Management responsibilities:
  - Recruited, trained and managed a team of 12 FTEs for 3 years. Employee turnover <5%.
  - Managed relationships with law firms, accounting firm, marketing agencies, and numerous other 3<sup>rd</sup> parties
- Areas of focus as individual contributor:
  - Product research, ideation and execution; collaborated with engineers, designers and product managers
  - Financial modelling and analysis, capital budgeting and forecasting, investor diligence
  - Led all paid and unpaid marketing efforts, including 6 figure annual spend on paid ads
  - Architected and executed all operational processes ensuring the success of nearly 1,000 daily transactions
  - Led sales & business development efforts, owned key client relationships. Wrote all client contracts.

### THE BOSTON CONSULTING GROUP

Associate from 9/15-9/17, promoted direct to Consultant (post MBA level) 9/17

San Francisco, CA  
Sept 2015—June 2018

*General responsibilities:* Data analysis and modeling, qualitative research, strategic framing, expert interviews, surveys, managing associates, work planning, collaborating with client executives, creating and presenting strategy documents to drive client value.

#### Completed > 10 cases, highlights include:

- Total shareholder return analysis and implementation for a large technology conglomerate
  - Owned master TSR model - combined regression analysis and company financials to predict equity value
- Growth strategy for a security company
  - Researched international expansion opportunities and market adjacencies as part of comprehensive strategy effort
- Organizational expense reduction diagnostic and implementation for an international bank
  - Performed spans and layers analysis, identified and eliminated >\$100M of annual expense through org redesign

## EDUCATION

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### COLUMBIA UNIVERSITY

Master of Arts in Philosophy

- Graduating GPA: 3.8

New York, NY  
Sept 2018—Dec 2019

### UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts – Double Major in Economics & Philosophy

- Philosophy Department Honors (top 5%), 2014 Sharpe Fellow in Economics (top 5%).
- UCLA chess team. President of SAE Fraternity.

Los Angeles, CA  
Sept 2011—Sept 2015