**SUMMARY OF QUALIFICATIONS**

* For the past six years at McKinsey & Co., the world’s preeminent consulting firm, and at Unigo.com, a venture-backed startup and top college admissions resource, I’ve consistently led large, complex, high-intensity initiatives to success.
* I love building awesome products, getting technical, working hard and collaborating with diverse types of people to get big things done.



**PROFESSIONAL EXPERIENCE**

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|  | **VP, Strategy & Product Manager** | August 2011 - Present |

*Backed by venture capital from McGraw-Hill,* [*Unigo.com*](http://unigo.com/)*is the web's largest college admissions website, with over 250,000 multimedia reviews by current college students and over 1,500 admissions experts.*

Over the past year I’ve led our team to several major product launches:

* Complete redesign and rebranding of Unigo.com. Pageviews are up 60% over last year. Registrations have increased by 300%.
* Led development of a multimedia admissions course that increased revenue by 400% in 2012 over 2011.
* SaaS platform (currently in beta with a top online university) that leverages our chat, scheduling and analytics technology for use by schools to improve enrollment yield and retention rates.

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|  | **Analyst (Jan 2010 – Aug 2011)**  **Junior Analyst (Mar 2007 – Jan 2010)** | 2007 - 2011 |

The McKinsey Investment Office (MIO) manages over  $6 billion on behalf of McKinsey & Company, the preeminent management consulting firm.

* Following the national financial crisis, managed the restructuring of our fund line-up, working with cross-functional teams to gain majority consent from over 1,200 high-net-worth investors.
* Led operations for the restructuring of our $105-million variable annuity and variable universal life insurance-wrapped investment vehicles, resulting in $472,000 annual cost savings, an improved credit rating (from B to AA according to S&P), and federal and state regulatory approval.
* Managed transactions totaling over $1 billion across 1,400+ investors, while serving as lead contact to MIO's Investment, Risk Management, Finance, and offshore teams in London, Munich and Singapore.
* Raised $5 million in seed capital to launch IRA-eligible fund. Negotiated terms with multiple third-party brokers (Fidelity, Schwab, Lincoln Trust) to serve as custodians. Hand-coded a dynamic Roth IRA conversion calculator to compare the returns of a maintaining a Traditional IRA vs. converting to a Roth IRA.
* Increased robustness and efficiency of systems and processes used to track, analyze and report investor transactions, reducing errors by 75% and saving 5 hours per week.

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|  | Capital Campaign Manager, New York Law School Development Associate, Office of Development & Alumni Relations | 2006 – 2007 2005 – 2006 |

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|  | Campaign Associate, Andrew Rasiej for Public Advocate NYC  *Chairman of NY Tech Meetup, Andrew’s platform called for building a citywide, publicly accessible WiFi network.* | May - Nov. 2005 |

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|  | Wesleyan Writing Fellow / TA / Course Writing Tutor | Jan. 2002 - May 2005 |

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|  | Marketing Intern, New York Mets  *NL Champs, losing World Series to the Yankees in 5.* | June – Nov. 2000 |



**COMMUNITY SERVICE**

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| **Unitarian-Universalist Church of All Souls** | 1995 – 2012 |
| Sunday School Teacher, Arts & Crafts, younger pre-school | September 2005 - June 2012 |
| Assistant Sunday School Teacher, younger pre-school | September 1995 - May 2000 |

**SKILLS**



Expert in product and analytics software, including: Balsamiq - Adobe Photoshop - Unfuddle bug tracking - ClickTale analytics -Basecamp, Asana - CRMs including Lexis-Nexis InterAction, Vantage Reporting Systems. MS Excel, PowerPoint and Word power user.

Skilled in technologies including HTML, CSS, JavaScript, JQuery.



**EDUCATION**

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| **Wesleyan University** | **2005** |

*Bachelor of Arts* in English Literature and Writing - Novella Honors Thesis

Warner Family Scholar. Wesleyan Writing Workshop Fellow. Tutor, Bielefield Elementary School.

Men’s varsity ultimate Frisbee team