

BENJAMIN JACOBSON

experience
2018-Present

UBER

NEW YORK, NY

Sr. Operations Manager – Strategic Initiatives, Restaurant Operations Manager

Responsible for building out the Uber Eats Virtual Restaurants (online-only restaurant) business in US/CAN and for ensuring that the business provides a compelling suite of offerings for restaurants and a positive experience for eaters. Business lines include data-driven (traditional) virtual restaurants, ghost kitchens, and Uber-developed virtual brands.

- “Eats Originals”: Devised the strategic plan for “Eats Originals”, our first Uber-developed virtual brands, and gained buy-in from senior leadership; managed culinary development and negotiated a supply chain partnership with Sysco to ensure an ingredients + packaging cost of <30%; own sales and go-to-market strategy, which includes creating the sales plan, processes, and training materials to enable launch
- Ghost Kitchens: Conducted a landscape analysis for the ghost kitchen sector, built relationships with all of the players, and created a dedicated onboarding and support process tailored to their needs; negotiated strategic partnerships, which unlocked the opportunity to run various high impact pilots – including a food hall pilot which increased average basket size by \$5 – aimed at improving unit economics and increasing platform differentiation
- Traditional Virtual Restaurants: Built sales enablement tools and training materials to accelerate growth; planned and operationalized the integration of the sales team into the Customer Success organization – the resulting structure increased seller productivity (+75%) and improved morale
- All: Configured operations and guidance tools to ensure the health of the virtual restaurants business; temporarily filled in for product operations to scope and launch an internal hierarchies tool, allowing for clean data structures and straightforward reporting on the 5,000+ virtual restaurants on our platform

2015-2018

MARS & CO.

GREENWICH, CT

Consultant, Senior Associate Consultant, Associate Consultant

Managed teams and modules, conducted extensive research and analysis, generated compelling, data-driven storylines, and delivered actionable strategic guidance to Fortune 500 clients

- Developed the business case and operational plan for combining the distribution networks of Goodyear and Bridgestone; the joint venture expanded access to premium brands at retail and reduced reliance on 3rd party distribution
 - Built the sales and inventory plans by SKU for 70 distribution centers; the resulting stocking plan increased tire size coverage in each market by 33% on average
 - Reported directly to the new company’s VP of Sales & Marketing throughout multiple project phases
- Developed 5-year commercial plan for a Fortune 500 beverage can manufacturer to increase its ASEAN market share by 10 percentage points and generate \$30M in EVA; presented to the COO of Global Beverage Packaging
 - Relocated to Singapore for the duration of the project and traveled throughout the region to conduct interviews with client sales teams and customer operations teams
- Performed a granular competitive assessment of the US credit and debit card industries to determine unit economics and network-issuer deal structure; the resulting pricing model and intelligence allowed our client, a Fortune 100 credit card network, to compete more effectively for issuers’ card businesses

2014

MACQUARIE CAPITAL

NEW YORK, NY

Summer Analyst – Financial Sponsors & Leveraged Finance

education
2021-2023

HARVARD BUSINESS SCHOOL

CAMBRIDGE, MA

Incoming MBA Candidate

2011-2015

UNIVERSITY OF PENNSYLVANIA

PHILADELPHIA, PA

B.A. degree in Economics w/ minor in History, Vice President of Phi Delta Theta Fraternity, DREAM Village Mentor

- Overall GPA: 3.5/4.0

community

Pro-bono Advisor, Potluck: Advising a small startup in the meal delivery space on GTM and launch strategy.

Advisor, Junior Achievement Business Plan Competition: Coached high school students in the development of an original business plan, teaching key business concepts and critical thinking skills.

Mentor, Connections – The Children’s Village: Mentored for a NY organization aimed at pairing young professionals with at risk foster care youth.

Judge, Mass STEM Week Challenge: Judged submissions and provided feedback to middle and high school students on their proposed solutions to real world problems with a focus on achieving zero waste.

tech. skills

SQL, HTML/CSS, Microsoft Office, Microsoft Access, Salesforce, Lucidchart

personal

Avid Boston sports fan. Enjoy staying active (basketball, skiing, fitness, golf), international travel, and NY pizza.