JOSHUA BENADIVA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA   **Philadelphia, PA**
Master of Business Administration Candidate; Major in Business Analytics   **2022-2024**
- GMAT: 740 (97th percentile); Selected for merit-based full scholarship
- Relevant coursework: Product Management, Modern Data Mining, Entrepreneurial Communication
- Leadership: Fintech Club's Podcast & Media President; AI & Analytics Club's Vice President; Israeli Innovation Club's CRO

PENN ENGINEERING, UNIVERSITY OF PENNSYLVANIA   **Philadelphia, PA**
Master of Science Candidate; Computer and Information Technology   **2022-2024**
- Selected for exclusive merit-based Dean's Master's Scholarship
- Relevant coursework: Programming Languages & Techniques, Computer Systems, Database & Information Systems

UNIVERSITY OF CHICAGO   **Chicago, IL**
Bachelor of Arts in Economics   **2013-2017**
- Relevant coursework: Econometrics, Statistical Models and Methods, Game Theory
- Leadership: The Blue Chips Investment Club (Sector Leader - Technology); AEPi Fraternity (President, Treasurer)

EXPERIENCE

AMAZON WEB SERVICES   **Seattle, Washington**
Senior Product Manager – Network, Direct Connect (Received full-time return offer)   **Summer 2023**
- Drafted, prioritized and aligned Direct Connect leadership around new pricing roadmap for the AWS service; new pricing products and model unlocked $22m in revenue previously lost to competitors
- Transformed AWS Direct Connect's pricing products through 55 in-depth user interviews and analyzing 1M+ data points through Python scripts and SQL queries, leading to the successful launch of two new pricing products

GIRAFFE INVEST *(Retail investing Fintech start-up valued at $50m+)*   **New York, New York; Tel Aviv, Israel**
Vice President of Product, Founding Team   **2021 - 2023**
- Spearheaded product vision, roadmap, POC and GTM strategy during fundraising; $10.5m raised from top US fintech VCs
- Led design and implementation of database and microservices architecture designed to scale to 10,000 users in six months and support flexibility in our product roadmap; launched four different product lines in four months
- Launched retail investing platform; established and organized core features by conducting 100+ user interviews and writing comprehensive PRDs; launched beta with 2,000 users with 90% conversion to paying customers
- Designed investment portfolio generation algorithm for investing strategies based on client's financial and ESG parameters (discovery done through data analysis and interviews); managed two engineers and QA to program, test, and deploy algorithm
- Coordinated operations and product teams from Drivewealth, Stripe, Wells Fargo, and Nilus to implement payment architecture within each partner's technological and compliance limitations; directed development of first unique payment architecture
- Scaled product team by hiring two UI designers and eight engineers; quick implementation of corporate gifting dashboard and digital wallet features led to a 50% larger corporate beta launch and two more design partners signed

ISRAEL DEFENSE FORCES   **Jerusalem, Israel**
Commander, Combat Sniper; Elite Special Forces Unit   **2018-2021**
- Received top of class honors out of 50 special operators in the IDF special forces sniper school
- Graduated top of class from selective (fewer than one percent accepted) 16-month training program focused on navigation, krav maga, urban warfare, and command of small squad forces
- Commanded sniper squads in over twenty classified special operations with a focus on neutralizing terrorism threats; made real-time mission-critical decisions leading to 90% mission success

VIOLA GROUP *(Venture capital fund specializing in Fintech with over $3b AUM)*   **Herzliya, Israel**
Part-Time Analyst, Viola Credit   **2020-2021**
- Performed market and competitive analysis, business model analysis and due diligence for four Fintech investment opportunities; led to over $60m being deployed in two Fintech ventures

ADDITIONAL PROJECTS

- Travelease.ai – Simple flask application based on GPT-4 API to generate travel itineraries; reached 100,000 users in two days: https://github.com/jbenadiva/travelease.ai
- Apptitude.fyi – Job recommendation application using fine-tuned GPT-3.5 model: https://github.com/jbenadiva/apptitude.fyi