

**KEVIN DAVID BOLLER**  
1900 Barton Springs Rd, Unit 4048, Austin, TX 78704  
770.315.6173 | [kdboller@gmail.com](mailto:kdboller@gmail.com) | <https://kdboller.github.io>

## **EXPERIENCE**

**FLOSPORTS** – *OTT sports media provider of live streaming events and video on-demand* Austin, TX  
*VP Product (Revenue and Analytics)* Jan 2016 – Present

- Oversee overall product revenue roadmap and company-wide analytics while serving as product owner of data warehouse
  - Manage a team of data engineers, data analysts, revenue-focused product developers and a senior product manager
  - Lead data warehouse roll-out since conception stage to present; expanded from one to ten data sources in ~one year
  - Assess most effective technologies for overall strategy, present to management and negotiate third party contracts
- Create business rules reflecting economic model, direct dashboard development and drive key metrics tracking
  - Design specifications and logic for aggregate fact tables which serve as the foundation for multi-source reporting
  - Spearhead live event subscriber attribution data modeling; enables net cash share deals with governing bodies
    - Data modeling captures 95%+ of total event subscriber attribution and automates a previously 8-hour task
- Overhauling department workflows to build a data informed culture focused on transparency and process optimization
  - Built multi-scenario, bottoms-up forecast model for 20+ verticals based on historical analysis and benchmarking
    - Leveraged combined model forecasts and Periscope’s views + cache, creating a quarterly pacing dashboard
  - Successful dashboard implementations on average save staff 20 – 30 hours / week with greater detail and accuracy
- Conduct A/B, multivariate and multi-page experiments and feed experiment results into pro-forma financial models
  - Created scenario-based model to reflect different pricing and plan offering structure test results across several verticals
  - Winning experiment variant is forecast to increase top-line growth by 20% - 40% over the next two years
- Identify strategic opportunities through ad-hoc analysis and proof-of-concepts utilizing Postgres, Python and Excel
  - Orchestrating revised VOD inventory approach based on video engagement and subscription revenue findings
  - Split monthly sub cohorts into segments, using pandas, and evaluated monthly LTV composition by sub type

**INDEPENDENT CONSULTANT** – *Advisory work focusing on sports, healthcare, education and mobile* Austin, TX  
*Start-up founder and advisor to early-stage / growth companies and investors* Jul 2013 – Present

- Advised early-stage companies and investors, including GE Ventures (SF) and Togga (Austin, TX)

**THE BLACKSTONE GROUP** – *global investment and advisory firm* New York, NY  
*Vice President – Blackstone Advisory Partners* May 2011 – Jun 2013

- Advised the Los Angeles Dodgers former owner on the \$2.3bn sale of the team, stadium, media rights, and real estate
  - Created comprehensive business plan used for mediated settlement with Major League Baseball; indicated to mediator the significant value in soon-to-be unencumbered media assets, leading to favorable negotiated sale terms
  - Prepared sum-of-the-parts valuation for team / media assets; deal value exceeded sports transaction record by ~2.5x
- Evaluated potential transactions for Blackstone Capital Partners, including potential portfolio company bolt-ons and LBOs

**ROTHSCHILD, INC** – *global investment bank providing M&A and restructuring advisory* New York, NY  
*Associate – Mergers and Acquisitions* Aug 2009 – May 2011

- Advised Founders / General Counsel of Creative Artists Agency (“CAA”) on a 35% minority sale to TPG Capital
  - Created bottom-up five-year projection by business; incorporated new compensation structure to increase EBITDA

**HEALTHCARE INFORMATION TECHNOLOGY INDUSTRY (“HCIT”) CONSULTANT** Jun 2002 – Jul 2007

## **EDUCATION**

**THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS** Chicago, IL  
*MBA – Finance, Accounting, Economics and Entrepreneurship concentrations* Sep 2007 – Jun 2009

- Dean’s Honor List; Healthcare group co-chair (spring 2008 – spring 2009); Deutsche Bank IBD Summer Associate

**SOUTHERN METHODIST UNIVERSITY** Dallas, TX  
*BBA – Financial Consulting major (University Scholar; University Honors Program – Liberal Arts)* Aug 1998 – May 2002

## **TECHNICAL SKILLS**

- Programming/Analytics: SQL (Postgres, MySQL), Python (pandas, numpy, scikit-learn), R, Kissmetrics
- Databases/Warehouses: Periscope Data (Cache/Views), Mode Analytics, Segment (warehouse and platform), Redshift

## **ADDITIONAL**

- College basketball / ESPN’s PTI fanatic; managed personal investment account since 2002
- Self-taught in data science: completed courses through DataCamp, Stanford, and edX, including a Sabermetrics course