

# Lauren Van Nostrand

lavannos@gmail.com | 917-403-3691

## EXPERIENCE

---

### Startup Institute; New York, NY

Oct 2013 - Present

#### Technical Marketing Track

A spinoff of TechStars, Startup Institute is a selective program designed to hone technical skills across the startup industry

- Selected by Startup Institute in a highly competitive process to attend high impact intensive training program
- Developing core marketing skills, including SEO, paid ad placement, content and inbound marketing, customer engagement analytics, branding and positioning, and social media community management

### Fortress Investment Group LLC (NYSE: FIG); New York, NY

Mar 2007 – Jul 2012

#### Associate – Private Equity Investor Relations

- Managed investor reporting process for 17 private equity funds with an AUM of \$11+ billion, including financial reporting and portfolio investment and fund update letters. Oversaw content, process, delivery and delegation of responsibilities to team
- Provided core fundraising support for private equity fundraisers including creating marketing materials, meeting with prospects and implementing fundraising plans from start to finish
- Led client service program for existing investors including responding to a continual stream of requests for accounting, operational, performance, leverage, valuation and projections information for 60+ portfolio investments and 17 PE funds
- Executed an internal quarterly reporting package for competitive performance benchmarks and metrics, covering research and analysis of fund data. Structured content for direct Managers and Principals
- Operated as team lead in the production process for annual investor conference materials. Responsible for the organization, editing and production of materials to ensure the quality and consistency of information
- Managed investor reporting process using Investran and Intralinks. Implemented a new online investor reporting portal, allowing investors easier access to account information

### Verdict Research; London, U.K.

Jan 2005 – Dec 2006

#### Retail Analyst

- Conducted research and wrote industry reports on UK retail sectors. Estimated market sizes and growth, wrote company profiles and produced content on the UK clothing, health & beauty, accessories, footwear and department store markets. Focused on operating statistics and marketing strategies
- Wrote weekly fact-based opinion articles and managed news content for Verdict's client subscription research portal
- Communicated expertise to the press including direct quotes in the Wall Street Journal and Draper's Record

### Allegra Strategies; London, U.K.

Jul 2002 – Dec 2004 (Intern: Feb – Aug 2001)

#### Consultant

- Played an integral role in consumer research, competitive benchmarking and strategic consulting projects for leading UK retailer Marks & Spencer. Traveled throughout the US and UK as part of a review of food & clothing retailers and trends
- Managed a client-led project to understand the behavior of Central London shoppers. Formulated questionnaires, planned and coordinated activities, interviewed, hired, trained and supervised market researchers. Collected 9,200 surveys from face-to-face interviews, analyzed data and presented findings
- Contributed to industry reports on the furniture & housewares, beauty salon, coffee shop, online advertising, and shopping center industries. Created questionnaires, carried out industry interviews and traveled throughout the UK conducting and managing consumer interviews. Analyzed data and wrote and edited reports

## EDUCATION

---

### New York University

July 2011

#### Certificate in Fundraising

School of Continuing and Professional Studies, George H. Heyman, Jr., Center for Philanthropy and Fundraising

- Courses included Online and Mobile Fundraising, Social and Digital Technologies and Social Media Strategy

### Boston University

Sep 1998 – May 2002

#### Bachelor of Science in Business Administration, School of Management

- School of Management Honors Program including half-tuition merit scholarship
- London Study Abroad Program including Internship at Allegra Strategies (Jan - Aug 2001)

#### Activities:

Improv student at The Peoples Improv Theater and Magnet Theater  
Volunteer mentor for the Cornelia Connelly Center Super Saturdays Mentoring Program  
Social Impact Investing events volunteer for High Water Women Foundation  
New York Urban Professionals Volleyball League

#### Travel:

Peru, India, Kenya, Australia, New Zealand, Western and Eastern Europe, North and Central America

#### Licenses:

FINRA General Securities Registered Representative (Series 7 and 63)