

Education

500 Startups - Treat

2016 – Batch 18

R.I.T. - Rochester, NY

2005 – (BS) Biochemistry
& Molecular Biology

Skills

- Branding
- Messaging
- Project management
- Event strategy and execution
- Product roadmaps
- Fundraising
- Sales training
- Growth marketing
- User research

Experience

April 2015 – October 2016

Treat - Co-founder

treat.co

Co-founded an on demand pet care startup offering in home vet care, training, grooming, and related products.

- Raised 1.6M in funding and participated in 500 startups
- Developed a bot enabled conversational commerce app to handle all bookings, product sales, and vet-client communications
- Built a high-end lifestyle brand, allowing us to partner with WeWork, Airbnb, Wag Hotels, and luxury apartments to host on-site clinics
- Attained a 30% download-to-purchase conversion rate, and 60% of those made a second purchase with 60 days
- Grew revenue 35% month-over-month through partnerships, referral programs, super weird events, and online advertising

• [Press](#)

May 2012 – April 2015 • 3 years

Techni Studios - Founder

technistudios.com

Built an interior design firm focused on startup offices. Designed for 15+ clients including Mixpanel and Caviar.

- Delivered personalized and multi-functional spaces within budget
- Independently managed the business, internal operations, and team
- Orchestrated complex projects with multiple contractors and vendors, and completed them on schedule

• [Press](#)

August 2006 – May 2012 • 6 years

Thermo Fisher Scientific - Product Marketing Manager

thermoscientific.com

Led TFS Genomics division global product launches from development to rollout and iteration.

- Conducted market and user research to assess new launches and gaps in our portfolio
- Responsible for all messaging (product naming, positioning, ads)
- Developed print collateral, online advertising, and exhibition displays
- Led the merging of portfolios through 3 acquisitions, and managed discontinuations of 1,000s of SKUs
- Trained and supported a global sales team of 400+ reps
- Represented Thermo at 40+ industry trade shows and symposiums