Matthew Mogan

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PROFESSIONAL EXPERIENCE

2022 - Present   DELIVEROO   **London, UK**

- Food delivery technology platform connecting restaurants, delivery riders, and consumers

Senior Commercial Strategy Manager (London, post-MBA level role)

- Core member of 4-person leadership team reporting to Commercial Director of SMB group (small / medium sized restaurants). Partnered with SMB function heads to deliver key strategic initiatives, drive adoption, and report on impact. Led 15+ strategy and operations projects across the full SMB team (>100 sales, account management, and customer care professionals)
- Served as Interim Head of Account Management for team in Manchester (commuting weekly from London), directing team of 8 account managers during 2Q and 3Q '22. Conducted bi-weekly 1:1s with all team members, tracked individual progression to performance targets, and sponsored 3 promotions
- Overhauled SMB group's account management operating model, changing from ad-hoc weekly call lists to defined portfolio model (300 restaurants per AM), resulting in +5% managed revenue growth QoQ vs unmanaged accounts in recessionary macro-environment (1Q '23). Results gave leadership confidence to double team size from 10 to 20 AMs, and roll out servicing model pan-EU (2Q '23)
  - Program managed and led cross-functional collaboration with SMB, Strategic Initiatives, Revenue Operations, & Key Accounts teams to build 2-week, 20-hour training programme for AMs
  - Operationalized playbook for restaurant outreach focused on growing partners' sales and streamlining their operations. Built tracking tools for AM outreach and programme level reporting
  - Defined KPIs and bonus schemes for team of 12 AMs to align with programme goals
- Built dynamic Looker (data exploration and analysis platform) and Salesforce dashboards for SMB team, providing data access to entry level employees, directors, and VPs. Dashboards built for Customer Care team drove change in <48 hour case response time compliance +30pp to 90% QoQ
- Advocated for and secured compensation increases to retain SMB frontline team members. Pay increases contributed to a reduction in quarterly gross churn from >30% in 2Q '23 to 10% in 1Q '23

2015 - 2022   EY-PARTHENON (Previously CMA Strategy)   **Boston, USA and London, UK**

- Global management consultancy specialising in strategy and due diligence projects

2019 - 2022   Engagement Manager (London, post-MBA level role)

- Directed engagements on 30+ investment due diligence / strategy projects, for clients in both Europe and the US. Managed up to 2 teams of 4-6 consultants each, across multiple time zones. Specialised in technology and telecommunications verticals, with an emphasis on cloud infrastructure
- Led launch of CMA Strategy Consulting's new London office during COVID-19 pandemic, hiring and training all new staff from analyst to engagement manager. Grew office from 1 to 8 full time employees over 6 months. CMA Strategy was acquired by EY-Parthenon in 2021
- Crafted go-to-market plan for connectivity-focused data centre provider looking to expand services into hyperscale cloud. Leveraged public internet traffic exchange data, macro factors, and telecom infrastructure presence to forecast demand for large scale data centre capacity. Recommendations led client to execute plan in new South American market
- Developed strategy for major internet provider to bid in US telecom regulator's broadband upgrade subsidy programme. Created auction simulation financial model to generate bidding schedule for IRR-optimal set of subsidies and geographies
  - Led collaboration efforts between engineers, lawyers, and management, continually fostering stakeholder buy-in and building consensus on auction strategy and key modelling assumptions
  - During the auction, presented daily status updates to C-Suite and Board of Directors. Implemented tactical pivots from Chairman of the Board into bidding schedule in real time
  - Resulted in $370m of subsidy awarded to bring fibre broadband to 130k homes at a 25% IRR

2015 - 2018   Prior Roles: Analyst, Senior Analyst, Consultant (Boston)

2013 - 2015   CAMBRIDGE ASSOCIATES   **Boston, USA**

Consultancy advising institutional investors on asset allocation and risk management

Quantitative Research Associate (Boston)

- Utilised knowledge of applied mathematics and portfolio theory to develop quantitative investment models. Designed client-specific Monte Carlo spending model for university with $20b endowment

EDUCATION

2009 - 2013   Brown University, Providence, USA

Bachelor of Science in Applied Mathematics-Economics: GPA - 3.7/4.0

Select Coursework: Scientific Computing, Monte Carlo Simulation, Object-Oriented Programming, Financial Accounting, Corporate Finance, Investments I & II

ADDITIONAL INFORMATION

- **Technical Skills**: Office, Google Workspace, Looker, Salesforce, SQL, Python, VBA, MATLAB, QGIS
- **Interests**: Triathlon, American football, cooking, currently learning Greek