

Maya N. Brooks, MBA

Award-winning technical product leader, tech futurist, & process geek with high EQ. Experience in mission-driven consumer products (Fintech, Edtech, Blockchain, Media/Creator Economy) | Email: maya.n.brooks@gmail.com | Mobile: (630) 470-7244 | Website: <http://mayanbrooks.com>

Education

Harvard Business School / Masters in Business Administration (MBA) / 2023

New York University / Bachelor of Arts, Economics (with honors). Minor in Business Studies. / 2015

Experience

Privy Labs, New York (Venture-backed startup building suite of B2C & B2B anti-piracy tooling to protect paywalled visual media)

Founder & CEO

AUG 2021 – PRESENT

Built at the intersection of creator economy, blockchain, and cybersecurity, our first product, [PrivyCam](#), is a secure camera app for content creators using advanced watermarking & blockchain to establish content IP rights & ownership. Read our [technical whitepaper here](#).

- Co-designed a decentralized, proprietary anti-piracy protocol designed to provide real-time authentication, confer ownership, & protect media from misuse/abuse (catfishing, deepfakes, & other IP theft.). Expert in concepts like smart-contract mgmt, onboarding & account abstraction, decentralized storage, consensus mechanisms, tokenomics, privacy, encryption, & cryptography best practices.
- Researched, designed, & launched our consumer web app, [PrivyCam](#), 0-1 on Celo Network in <4 mos to a private beta group of over 60 users (30% activation rate). Adept at scoping/requirements, rapid testing/iteration, roadmapping, and user-informed pivots.
- Hired & led first 6 team members (2 FT engineers & 4 PT team members) with cross-functional expertise (UI/UX, Marketing, Community).
- Drove GTM strategy, audience development, and referral marketing program resulting in pre-launch waitlist of 1,200+ creators.
- Sole lead in key executive activities including fundraising (\$350K pre-seed), investor relations, hiring, operations, comms, financial projections, P&L mgmt, & strategic mgmt.

IFUNDWOMEN, New York (Startup funding marketplace for women-owned businesses with over 100K members – Hire #4)

Sr. Product Manager, Coaching

MAR 2021 – JULY 2021

- Own & define the vision and product strategy for the Coaching (EdTech) platform to optimize for customer acquisition, engagement, and retention.
- Led ideation, scoping, requirements gathering and wireframing of the platform Customer Facing Dashboard.
- Led a cross-departmental internal knowledge collection process & establishment of an internal knowledge base.

Sr. Product Manager

DEC 2020 – MAR 2021

- Own & define the product roadmap with C-Suite and development team to ship over 30 key products & features per quarter; Maintain an active rapid ideation -> shipping environment where 56% of product shipped were “new” features/products.
- Led the cross-departmental planning and strategic implementation across departments of a 6-month migration of customer payment data, subscription products, and customer accounts from Stripe to Drupal.
- Led ideation, design, and re-launch of the IFW Grant platform taking the process from manual (Typeform) to automated using a React front-end and custom backend; Directed the engineering team on a detailed mapping process for backend values to front-end labels.

Product Manager

JAN 2019 – DEC 2022

- Scoped, wrote, built, and launched the IFW EdTech coaching subscription platform soup to nuts with 10-week sprint (NPS – 78).
 - Scaled subscription coaching platform from 0 to ~600 paying members; generating realized subscription MRR of \$16K in first 6 mos.; driving an average of 50% growth in MRR QoQ to date & driving overall top-line revenue of over \$400K to date.
 - Custom built an onboarding system, account management dashboard, and gated content by using third-party APIs, widgets, and custom web development skills (HTML, CSS, JavaScript) on the Squarespace CMS.
 - Created a bespoke financial and membership reporting dashboard for the EdTech platform to track success across several KPIs.
- Led the cross-departmental planning and strategic implementation of a 9-month technical site redesign of the main website resulting in 50% growth in average site users per month and 60% reduction in average bounce rate.
- Optimized the customer service process by completing a full Zendesk Integration resulting in a 200% productivity increase & over 5,000 tickets resolved.
- Established an Agile Development process - 2-week sprint & release timelines with our offshore development team; Created product documentation (user stories, product requirements, and competitive analysis) for the product and engineering departments.

Startup Coach

JAN 2019 – AUGUST 2022

- Coached over 100 early stage entrepreneurs on how to build revenue generating MVPs using the IFundWomen Method and Lean Startup methodology.
 - Specialized in the following: *Monetizing your products and services*, *Tech product for non-tech founders*, *Web Design 101*, *The VC Pitch Deck*, *Google Analytics Setup*, *My Business Plan*.
 - Maintained a personal satisfaction rating of 9.13/10.
- Developed custom curriculum and led instruction for several online workshops for early stage entrepreneurs on Venture Capital, Technology and Product, Grants, Loans, and Finance.

Techstars, New York (Barclays Fintech Accelerator, Fall)

SEP 2018 – DEC 2018

Business Associate

- Assisted 10 seed stage Fintech Founders in creating investor facing and strategic partnership decks.
- Completed investor research and CRM development for the upcoming seed investment rounds.
- Worked directly with CEOs of each company to contribute to market research, competitive research, and product feedback.
 - SendFriend – Blockchain-enabled remittances app.
 - HoneyFi – Financial management app for couples team up on everyday and long-term finances.
 - Harvest – Personal finance platform and automated fee negotiator.

JPMorgan Chase & Co., New York (Government, Healthcare, HigherEd, Nonprofit)

Commercial Banker, Associate

FEB 2018 – APR 2018

- Co-managed 40 client accounts, reviewing client activity to ensure customer treasury needs were met with our suite of physical & electronic payment solutions (cash management, purchasing cards, ACH, terminal merchant services, virtual cards, & remittance service).
- Deepen customer relationships and client communication via a dedicated, hands-on, integrated approach.
- Supported active sales and calling effort, which drove a 12% increase in total revenue for the team year over year.
- Defined and executed market strategy designed to penetrate 3 new regions and acquire new business and exceed KPIs.

- Performed detailed financial analysis by using 10Ks, ratings reports, and other financial statements to develop insights on a client's creditworthiness and financial stability in order to evaluate deals involving the bank's credit products; Present deal opportunity memos for approval to division-wide credit risk approval committee.
- Executed credit and procurement (treasury) driven RFPs for financial transactions ranging from \$25MM-\$250MM per deal.
- Managed and identified credit, firm-wide, legal, and regulatory risk to protect the business as well as clients.
- Expertly trained in compliance topics like KYC, AML, OFAC risk, Reg D, and Reg B.

Training & Certifications

- Blockchain Specialization, *University of Buffalo via Coursera (2022 – In Progress)*.
- Cybersecurity for Everyone, *University of Maryland via Coursera (2022)*.
- Front-End Web Development, *General Assembly (2017)*.
- JavaScript Development, *General Assembly (2016)*.
- Python Data Structures, *University of Michigan via Coursera (2016)*.
- Analyst Risk and Credit Training, *JPMorgan (2015)*.

Skills

Customer Lifecycle Management, Product Lifecycle Management, Strategic Roadmap Development, Design Thinking, Wireframing/Rapid Prototyping (Figma), Agile/Scrum, Customer Discovery & Survey Design, Go to Market Strategy, Front End Development (HTML, CSS, JavaScript, jQuery, NodeJS, Git), Integrated Data Analysis (Google Analytics, Mixpanel, Metabase), Technical Project Management & Tools (JIRA, Confluence, Github, Linear), MS Excel (Pivot Tables, VLOOKUP), Financial Analysis & Modeling

Select Activities

Co-Organizer, Blockchain 101 LN (NYC) / 2022-present

Blockchain NYC is a 10,000+ member organization focused on community and education in the blockchain, web3, DeFi and NFT space. As Co-organizer, I lead program development, community, and event producers to curate conversations on today's leading blockchain topics.

Co-Chair Community, HBS Entrepreneurship Club / 2021

The HBS entrepreneurship club aims to provide a conduit by which students can access entrepreneurial resources, network with community entrepreneurs, and share ideas.

Lead Organizer, Techstars Startup Weekend / 2019

Techstars Startup Weekend is a 54-hour hackathon designed to help startups bring their ideas to life. As a mentor, I provided expertise in Pitching, Go-To-Market Strategy, MVP Development, and User Research to over 80 entrepreneurs. I organized, led, and managed the weekend with over 50 participants, 20 mentors, and 5 expert judges in the VC space. I also secured over \$10K in sponsorship money from Fortune 500 Brands.

Creator & Founder of COFFEE & CODED/ 2018-present

COFFEE & CODED is an organization created to help women learn about technology through hands-on, skills-based workshops, and community events. We've served over 1,000 workshop participants and secured corporate event partnerships and sponsorships with several Fortune 500 companies (PWC, Flatiron School, Silicon Valley Bank, SAMSUNG NEXT, Galvanize, Rise NY). Responsibilities included Marketing & Paid Ad Strategy, Curriculum Design, E-Commerce & Merchandise Operations, Web Development, Product & Project Management

Instructor, General Assembly / 2017-present

General Assembly is a pioneer in education and career transformation, specializing in today's most in-demand skills. As an instructor, I've led instruction and curriculum development for 2-hour Intro to Code workshop with approximately 50-100 students per class. Average NPS above 70 per session.

Awards & Fellowships

Bitcoin Kernel Fellow (Cohort 7) / 2023

KERNEL is an 8-week, invite-only program for top tech talent looking to build relationships, products, and companies in blockchain and Web 3.

Arthur Rock Summer Fellow / 2022

A competitive, application-based 10-week fellowship for Harvard Business School students to work on their startup full-time between their 1st and 2nd year.

Best Product With Social Impact / 2019

The Product Management Awards (#TPMAS) are the leading international award honoring excellence in Product Management. Established in 2010, PMAs are awarded annually in partnership with Alpha & The Product Group.

Personal

Conversational Spanish, Beginner French. Enjoys dance and aerial fitness. Once auditioned for the Bachelor.