

Mark Gustaferrero

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Work Experience

Bain & Company, Senior Associate Consultant (San Francisco, California)

July 2021 - Present

Received "Frequently Exceeding" rating, reserved for top 5-10% of performers at Bain, in all review cycles; member of 2021 North America Results Challenge winning team

Selected client experience:

- Bain Private Equity Group (technology focus)
 - o Conducted primary research (100+ interviews, 12 surveys) and performed financial analysis for private equity clients on software assets in the financial and accounting, data warehousing, IT monitoring / observability, IT service management, CRM, marketing automation, mobile device management, and human capital management sectors
 - o Led complex data analysis using Python, Alteryx, and SQL to understand customer demographic and monetization trends among users of financial technology applications
- Pharmaceutical Co. (\$150B market capitalization)
 - o Managed the development of a custom generative AI application for a major pharmaceutical client to respond to compliance and operations questions from employees (over 100 per day); developed a roadmap for generative AI adoption within the company, including a sizing of the value at stake
 - o Regularly drafted and presented materials to clients; collaborated closely with both internal and client teams across all projects
- Software Co. (\$100M annual revenue)
 - o Created a new packaging strategy for a major video interviewing and assessments provider, grouping all 20 currently-monetized products into four product bundles based on extensive primary research (30 interviews, 2 surveys)
 - o Developed and launched a conjoint survey instrument to find the optimal market price for the newly-created packages
- Payment Co. (\$500B market capitalization)
 - o Built the sales collateral and playbook used by a major payment network to sell its corporate treasury and working capital solutions to financial institutions (targeting customers with over \$1B in annual revenue)
- Professional Services Co. (\$6B annual revenue)
 - o Built a flexible net zero carbon transition Excel model for a major professional services company using internal emissions data

The Yale Whiffenpoofs, Chief Executive Officer (New Haven, Connecticut)

August 2019 – August 2020

- Member and manager of America's oldest and best-known collegiate a cappella group (all members are on a leave of absence from school to accommodate full-time performance and touring schedule)
- Negotiated and booked 250+ concerts across 25 states, 24 countries, and six continents, totaling ~\$400,000 in revenue (the Whiffenpoofs receive no university funding); managed corporate finances; collected donations; paid operating expenses
- Supervised the production and distribution of a studio album; directed merchandise and marketing operations; managed vendor relationships; secured IP permissions; planned tour logistics; addressed media inquiries
- Directed charitable concert series; created and funded group's first-ever financial aid program

Education

Yale University, New Haven, Connecticut

August 2016 - May 2021

Major: Economics (Summa Cum Laude, GPA: 3.98), Certificate in Data Science

Thesis: *Hot Under the Collar: Examining the Relationship between Local Weather and Corporate Environmental Performance*

Honors: Tobin Scholar (Department of Economics award), Phi Beta Kappa (One of 15 Yale juniors selected in First Election)

Representative Coursework: Linear Models • Data Mining & Machine Learning • Economics of AI • Multivariate Statistics • Bayesian Statistics • Econometrics & Data Analysis I & II • Game Theory • Venture Capital & Private Equity • Accounting & Valuation • International Economics

Additional

U.S. Department of State, European and Eurasian Affairs Intern (Washington, D.C.)

Summer 2019

- Directed meetings with European delegations concerning the security of European 5G networks, European energy policy, bilateral trade restrictions, cooperative scientific endeavors, and the supply of U.S. civilian and military technology to allies
- Wrote speeches and drafted formal diplomatic correspondence directly for U.S. ambassadors and the President

European Commission, Yale Greenberg World Fellows Intern (Brussels, Belgium)

Summer 2018

- Served in the Directorate-General for Financial Stability, Financial Services, and Capital Markets Union
- Authored sections of the *Communication on Investment*, the Commission's most significant policy memo concerning investor protection in 2018; compiled, cleaned, and analyzed datasets concerning investment across the 28 Member States
- Met with delegations from non-EU nations regarding bilateral investment treaties with Member States

Languages and Skills

Languages: Python • R • Fluent French • Competent Italian

Software: Excel • PowerPoint • Visio • Alteryx

Skills: Presentation and Communication • Project Management • Statistics and Analytics