Mark Gustaferro

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Work Experience

Sora Finance, *Chief of Staff* (San Francisco, California)   Feb 2024 - Present
- Member of three-person executive team at a seed-stage startup building liability management software for financial advisors
- Led ideation on the 2024 product roadmap, defining features according to customer, engineering, and executive feedback
- Developed and implemented the first version of the product's core analytical engine to help advisors optimize their clients' debt
- Built pro forma financial models for consumption by external investors and advisors
- Implemented Sora's first CRM, scoped the sales and customer success functions, and defined KPIs for tracking sales efficiency
- Coordinated joint marketing efforts with Morningstar and Charles Schwab; managed Sora's social media, blog, and newsletter

Bain & Company, *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)
  - 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
  - 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)
  - 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
  - Regularly drafted and presented materials to clients; collaborated closely with both internal and client teams across all projects
- Software Co. ($100M annual revenue)
  - 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)
  - Developed and launched a conjoint survey instrument to find the optimal market price for the newly-created packages
- Payment Co. ($500B market capitalization)
  - 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)
  - 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

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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 • Machine Learning • Economics of AI • Multivariate Statistics • Bayesian Statistics • Econometrics & Data Analysis I & II • Venture Capital & Private Equity • Accounting & Valuation • International Economics

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Languages and Skills

Languages: Python • R • Fluent French • Competent Italian
Software: Excel • PowerPoint • Visio • Alteryx
Skills: Presentation and Communication • Project Management • Statistics and Analytics