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Education	<b>University of California, Berkeley, Haas School of Business</b>	Berkeley, CA
	Master of Business Administration, May 2016	
	<ul style="list-style-type: none"> <li>Recipient of Dean's Fellowship (full tuition scholarship for "path-bending leaders"); Selected as Forté Fellow</li> <li>Relevant coursework in entrepreneurship, needfinding &amp; design thinking, negotiations, investing in women</li> </ul>	
	<b>University of Southern California, Marshall School of Business</b>	Los Angeles, CA
	B.S. in Business Administration, concentrations in Finance and Entrepreneurship, May 2010	
	<ul style="list-style-type: none"> <li>Graduated Summa Cum Laude, GPA 3.95; Presidential Scholar (half tuition merit scholarship)</li> </ul>	
Experience	<b>LE TOTE</b>	San Francisco, CA
	<b>Customer Experience &amp; Retention (spanning marketing, operations, strategy)</b>	
	<p><i>Women's fashion rental service; business model includes e-commerce, subscription, and algorithm-driven recommendations on style, fit &amp; sizing (Series A funded, Y-Combinator)</i></p> <ul style="list-style-type: none"> <li>Identified drivers of cancellations over customer lifetime by analyzing user data and cancellation feedback, and conducting 30+ customer interviews</li> <li>Implemented multiple programs to improve customer experience and increase retention, including: <ul style="list-style-type: none"> <li>Improved product quality through change in warehouse pack/pull process</li> <li>Increased customer education (through in-box messaging and welcome email program)</li> <li>Design and testing of loyalty gift program</li> </ul> </li> </ul>	
2013-2014	<b>Independent consulting and market research in the parenting and baby industry</b>	Los Angeles, CA
	<p><i>Pursued interest in addressing unique needs of working parents; conducted client engagements and customer research to develop industry expertise and identify business opportunities</i></p> <ul style="list-style-type: none"> <li>Identified pain points in new parent experience through focused interviews and parent survey</li> <li>Developed industry expertise, including relationships with companies, experts, retailers, and parenting groups</li> <li>Completed multiple engagements with relevant clients, including developing growth strategy and identifying and mapping key influencers within marketplace</li> </ul>	
2010-2013	<b>Bain &amp; Company</b>	Los Angeles, CA
	<b>Senior Associate Consultant, 2012-2013; Associate Consultant, 2010-2012</b>	
	<u>Customer segmentation and marketing growth strategy</u>	
	<ul style="list-style-type: none"> <li>Analyzed 10 years of transaction data across 300+ client locations to identify most valuable customers ("MVP") characteristics, resulting in significant shift in client's target customer and marketing strategy</li> <li>Conducted customer survey (n=7K) and leveraged insights to identify MVP customers' highest priority needs</li> <li>Designed operational pilot of "MVP experience" that addresses critical needs to improve customer retention</li> </ul>	
	<u>Corporate strategy</u>	
	<ul style="list-style-type: none"> <li>Assessed competitors' business models along multiple dimensions (product offering, geography, and customer) to determine industry's most profitable and highest growth business model, leading to new company strategy</li> <li>Independently led design, execution, and analysis of customer surveys (n=700) in five countries and three languages to determine customer purchasing criteria and relative performance versus competitors</li> </ul>	
	<u>Sales force transformation</u>	
	<ul style="list-style-type: none"> <li>Led redesign of direct sales organization to reduce costs by ~\$250M and better align sales with customer needs</li> <li>Conducted extensive primary research to compile proprietary database of industry leaders' sales models</li> <li>Leveraged benchmarks and internal data to rebuild direct coverage model, including customer segment definitions and resource redeployment, leading to substantial cost savings and increased effectiveness</li> </ul>	
	<u>Marketing effectiveness</u>	
	<ul style="list-style-type: none"> <li>Utilized consumer survey (n=35K) to understand behaviors, needs, and motivations of customers across US</li> <li>Optimized direct mail for ~550 segments based on spend data, promotional mix, and competitors tactics</li> <li>Team recognized as Bain LA annual Results Challenges winner for achieving exceptional client impact</li> </ul>	
Additional	<ul style="list-style-type: none"> <li>Bain case experience featured in Harvard Business Review, Jan-Feb 2012</li> <li>Interested in UI/UX &amp; learning to code, parenting blogs, DIY/crafting, and cooking sous vide; avid reader, coffee enthusiast, puppy parent to a black lab rescue</li> </ul>	