

Sharrafah Al-Salem, CFA, MBA

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Executive summary

- **Co-founder and CEO** of BrightDay. Jack of All Trades and general Just Get Stuff Done. Day-to-day activities include operations, marketing, finance and everything in between.
- Extensive **IPO communications consulting experience** with companies across various sectors including technology, retail and energy.
- **Chartered Financial Analyst** and **Berkeley MBA**.

Entrepreneurial experience

- Co-founder and CEO, BrightDay (www.getbrightday.com)
 - Currently working full-time on BrightDay, hangover prevention company
 - Key roles: operations, finance, marketing
- General Manager, West Coast, FTI Consulting
 - Led the west coast office for consultancy, building out west coast offices and developing growth strategy; business development
- Head, Investor Relations, Xoom
 - Designed and built investor relations function, reporting directly to the CFO
 - Co-led integration efforts following PayPal acquisition

Transferable skills

- **Customer insights:** spent significant time talking to Wall Street about Xoom investment story; BrightDay customer and partner interviews (over 100 interviews)
- **Communications and marketing:** communicated Xoom investment thesis to Wall Street; early-stage marketing campaigns for BrightDay; Google Adwords; Google Analytics (limited but growing experience)
- **Finance:** investor relations; CFA charterholder; BrightDay bookkeeper; valuation analyses; fundamental research; sell-side analyst models; forecasting models
- **Business writing / copy:** drafted earnings scripts for CEO/CFO; wrote website copy; drafted marketing materials
- **Team build out:** grew team to 15 professionals as General Manager, West Coast for FTI

Industries of interest

- **Consumer packaged goods:** BrightDay
- **E-commerce:** BrightDay
- **Payments:** Xoom, a cross-border, digital payments company recently acquired by PayPal
- **Other financial technology:** general interest
- **Education:** general interest

Functional areas of interest

- **Entrepreneurship:** leveraging experience from BrightDay (networking, guerilla marketing, figuring things out) and coursework
- **Finance / strategy:** blended finance / strategy role, pulling from experience as consultant, coursework and CFA
- **Operations:** leveraging experience from BrightDay (manufacturing, fulfillment, vendors) and coursework