

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTING

Strategy Consultant

San Francisco, CA
2015-Present

- Researching the **market landscape and Go-to-Market Strategies of Android mobile launcher apps**; results to be incorporated into venture capital firm's investment process.

MOZILLA CORPORATION

Growth Marketing Strategist (Contract)

San Francisco, CA
2015

- Developed Go-to-Market Strategy recommendations for Firefox, which were incorporated into 2016 planning process.
- Built model to forecast active user growth as part of an A/B testing project; project led to 18% increase in conversion.

SLALOM CONSULTING, *Business and technology consulting*

Consultant

San Francisco, CA
2011-2015

- Developed the business case to reorganize the clerical group for a large utility. Collected data, **analyzed findings and developed recommendations**, saving the organization 25% in administrative costs.
- Drove the change management workstream of a Fortune 500 retailer's efforts to create a consistent experience across 2,600 stores and online. Program included launching a pilot program to introduce new capabilities to the store fleet.
- Analyzed the state of an organizational transformation by **interviewing 30 leaders** for a multinational financial services firm. Work led to expanded contract scope and revenue of \$200k.
- Partnered with VP of a global eCommerce retailer to grow his team from 15 to 200+ within two years. Developed onboarding and communications programs that drove strategic alignment and improved time to productivity.

CAPGEMINI CONSULTING, *Strategy and transformation consulting*

Senior Consultant

Cupertino, CA
2010-2011

- Developed recommendations to move a global biotech organization to a new outsourcing model, resulting in a successful knowledge transfer phase and decreased shared services costs.

SAPIENT CORPORATION, *Business, marketing and technology consulting*

Senior Associate

Boston, MA
2009-2010

- Gathered requirements and developed functional specifications used to implement a custom Partner Compensation System for a top tier strategy consulting firm.

IBM GLOBAL BUSINESS SERVICES

Consultant

Cambridge, MA
2006-2009

- Streamlined 10 Performance Management and Succession Planning processes impacting 17,000 employees in 97 countries in a team of three for a Fortune 500 consumer products organization.

EDUCATION

UNIVERSITY OF CALIFORNIA BERKELEY, HAAS SCHOOL OF BUSINESS

MBA, May 2016

Emphasis in: Strategy, New Product Development and Innovation

Applicable Coursework: **Corporate Strategy**, New Product Design & Marketing, **Market Research**, Design Thinking
Relevant Project Work:

- Developed **segmentation, targeting and positioning** for a snack cracker startup. Recommendations were incorporated into product rebranding, which led to 58% increase in sales volume.
- Analyzed **macro and industry trends** and gathered insights in developing a technology platform to attract new segments for a global financial services firm. Team won award from client for best insights out of eight teams.

BOSTON UNIVERSITY

BA, Computer Science, May 2005

Minor: Business Administration

Honors: Cum Laude; Boston Scholars Scholarship – 4-year Full-Tuition Scholarship

ADDITIONAL INFORMATION

Professional Affiliations: Scrum Alliance Certified Scrum Master, Prosci Change Management Certification

Interests: Martial Arts (internationally trained black belt), world travel, LGBT football and softball league participant