

Sara Yamamoto

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EDUCATION

University of California, Berkeley, Haas School of Business

Master of Business Administration, Strategy & Marketing, May 2017

University of California, Berkeley

B.S., Business Administration; B.A., Operations Research & Management Science, May 2010

GPA: 3.8

EXPERIENCE

2010-present

Simon-Kucher & Partners

Mountain View, CA

Manager (2014 – present)

- Managed multiple teams of 1-5 consultants on product packaging, price model, business harmonization projects, and acquisition due diligence projects.
- Led the product packaging strategy for multiple internet and SaaS companies to better differentiate their product offerings and provide simple price-value trade-offs to help sales maintain prices.
- Drove short and long term price model transition strategy for SaaS company who needed to serve companies move to cloud computing and web services.
- Tested value messaging to drive additional web traffic and tested features offered to decrease churn on the entry level package for a consumer internet company.
- Worked with \$15B+ company to harmonize pricing models across four acquired business lines and simplify product packaging to increase attach rates of less popular products.

Senior Consultant (2013 – 2014)

- Managed teams of 2-3 consultants on strategic client pricing & product launch projects.
- Rotated to our London office in early 2014, and managed a project for a UK internet client to optimize their fees & implement a membership program projected to deliver a 10x ROI on our project
- Managed execution of interviews, analysis, & surveys to identify software client's pricing opportunities and commercialize their new SaaS offering.
- Presented recommendations to hardware client SVP on pricing structure strategy in transitioning from perpetual to subscription pricing. Identified 12% higher 5-year NPV on subscription pricing.

Consultant Level 3 & 4 (2011 - 2013)

- Executed analysis and presented findings to reconfigure packaging & pricing for a previous internet client to serve new customer segments.
- Conducted new product pricing process workshop for medical device company.
- Identified ~\$10m in pricing opportunities for a \$300m equipment rental company.

Consultant Level 1 & 2 (2010 - 2011)

- Consolidated interviews and focus groups insights to inform R&D roadmap and market research to revamp existing products; +10% revenue increase for this internet product.
- Executed a customer survey to quantify the viability for a manufacturing firm to offer service contracts; used Monte Carlo simulation to model risks and financial outcomes.
- Conducted conjoint analysis and financial modeling for an internet firm; increased consumer customer ARPU by 25% and business customer revenue 4x.

Summer 2009

Hawaiian Airlines, Inc.,

Honolulu, HI

Business Analyst Intern, Process Improvement

- Created a QBR process for the airlines to enhance vendor relationships.
- Designed interactive tool to resolve seating conflicts for an ancillary revenue initiative.

Spring 2009
& 2010

Equilar, Inc.

Berkeley, CA

Provides information about total executive compensation packages at publicly traded companies.

Research Analyst Intern

- Analyzed and benchmarked executive compensation structure of 150+ companies to document information and identify inconsistencies within companies.

ADDITIONAL

- Key contributor and editor for **Monetizing Innovation** book (to be released May 2016).
- Developed and presented **2 full-day workshops** through the Professional Pricing Society to help companies develop their new products.
- Won company **2011 Innovation Award** for "New Product Pricing Playbook".
- Organized 4 **Technology Pricing Strategy Forums**, connecting 100+ marketing and sales executives per forum to discuss pricing challenges and best practices.