

Peter R. Stratford

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EDUCATION

Brigham Young University – Marriott School of Business

Provo, UT

Bachelor of Science in Finance

2020-2024

- GPA 3.71/4.00; ACT 31/36
- PEG Companies Case Competition 1st Place / VCIC Regionals 1st Place at University of Chicago (Booth)
- Member of Finance Society and Private Equity and Markets Association (PEMA)

EXPERIENCE

Clarke Capital (Growth Equity Firm)

Provo, UT

Private Equity Analyst

Jan 2022 – Present

- Built LBO models and executive summaries for CPG acquisitions generating \$63M in revenue and \$12M in EBITDA
- Prepared investment decks with company's future growth for future fundraising rounds
- Sourced and led 5 potential acquisition meetings with CPG companies and firm management

Select Transaction Experience

Project Colina- LBO acquisition currently under LOI for home appliances company with \$30.1M revenue

- Sourced and reached out to company owner to schedule meeting with firm management to discuss acquisition
- Analyzed CIM and company financials to write executive summary detailing market, growth, management, and strategy

Clearstone Associates (Private Equity Firm)

Provo, UT

Chief of Staff

Sep 2021 – Dec 2021

- Onboarded and managed a group of 10 interns as well as coordinated all communication between interns and the firm
- Created extensive list of target acquisitions by locating privately-owned companies in the Pacific Northwest

GuideCX (Early Stage B2B SaaS Company)

Lehi, UT

Customer Success Intern

Jul 2021 – Aug 2021

- Worked directly with CEO to underwrite and prepare for Series B funding round (Raised \$25M in Winter of 2022)
- Increased number of online ratings by 42% through email and LinkedIn campaign outreach
- Built a detailed competitor analysis database for customer success and sales teams

Brooks Pest Control (Pest Control Service)

Sacramento, CA

Route Manager

Apr 2021 – Jun 2021

- Generated \$100k+ in annual recurring revenue in just two months (Highest among first year managers)
- Personally expanded company's customer base by 1,000+ new customers in an untouched Northern California market

Cicero Group (Management Consulting Firm)

Salt Lake City, UT

Social Impact Intern

Jan 2021 – Apr 2021

- Synthesized quantitative and qualitative data through Qualtrics surveys and organizational interviews
- Developed a go-to-market strategy plan, including a SWOT analysis and potential pricing model

Beus Gilbert PLLC (Boutique Law Firm)

Phoenix, AZ

Administrative Assistant

Aug 2018 – Oct 2018

- Personal assistant to the founding owner and managed communication between firm executives
- Organized and cataloged thousands of recorded files for zoning & real estate, and commercial litigation plaintiff cases

VOLUNTEER SERVICE

The Church of Jesus Christ of Latter-day Saints

Armenia

Bilingual Volunteer Representative

Oct 2018 – Oct 2020

- Managed Church financial records, donations, and expenditures for small congregations and larger districts
- Controlled real estate holdings by reviewing apartment living quarters, negotiating leases and closing unused apartments

Aspiring Leaders Pursuing Higher Achievement (ALPHA)

Provo, UT

Student Mentor

Sep 2020 – Present

- Mentored first-generation college students by empowering, befriending, and assisting them as they navigate student life

ACCOMPLISHMENTS & INTERESTS

- *Eagle Scout*, Boy Scouts of America
- Proficient in Armenian (Speaking, reading, writing)
- Ran my own business as a DJ and performed an event for 500+ people
- Student Body President – Served as liaison between administration and student body of 3,500
- Student Athlete – Football, Basketball, Track, Soccer (Varsity Captain), and Tennis (Varsity Captain).
- Avid fan of airplanes, especially the Airbus A220