

Rene Cardenas

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Career Summary

- Strategic leader who excels in providing decision and operational support to CEOs, executives, and Boards of Directors of growing tech firms and companies in turnaround mode.
- Firm believer in “pulling the cart” and turning vision into action. Strong record of executing special projects (e.g., launching marketing and pricing teams from scratch) and operationalizing them.
- Created hundreds of executive presentations for Boards (e.g., monthly/quarterly reviews, Annual Operating Plans), investors, institutional lenders, customers, and trade media.
- Data analyst by training. Speaks Spanish (Native), Italian (Fluent), French (Advanced).

Skills

- **Data Analysis & Visualization:** Advanced Excel (Power Query, financial modeling), SQL (joins, window functions), Python (Pandas, NumPy), Tableau, Power BI, Datawrapper, Git, R, Google Sheets
- **Financial Analysis:** Financial modeling, forecasting, variance analysis, budgeting, KPI development, scenario analysis, dashboard reporting
- **Data Management:** Data cleaning, ETL workflows, data aggregation, database querying, CSV/API integration
- **Statistical & Analytical Methods:** Regression analysis, trend analysis, descriptive statistics, time-series analysis
- **Business & Communication:** Data storytelling, executive reporting, board-level presentations

Experience

S-Tier Presentations & Data | Principal *(Strategy, Analytics, Executive Reporting)* 2025 – Present

- Built a deterministic, Python-based executive analytics system to translate sales performance data into board-ready insights, scenario sensitivity analysis, and automated PowerPoint deliverables in English, Spanish and French.
- Redesigned quarterly and Annual Operating Plan templates and presentations for global technology firm serving the blind and visually impaired.
- Developed 30+ executive presentations for Board of Directors and executive leadership, and 30+ educational presentations for high school History instructors.

Telestream | SVP, Business Planning 2023 – 2024

- Co-authored company-wide assessment across all business functions for a global media technology provider, developing short/long-term strategic plans and a playbook for acquisition.
- Created 100+ executive reviews for investors, Board of Directors, and executive leadership.
- Completed pricing/margin analysis and scenario modeling for a video streaming product, transitioning it from perpetual licenses to subscription pricing and producing \$1.2m ARR in year one.
- Collaborated with VP of Marketing on GTM efforts, including marketing emails, media briefings, blog posts, videos, field marketing event preparation, and managing PR partners.
- Conducted product market research and competitive analysis, identifying strategic growth opportunities and product roadmap priorities.
- Documented and tracked product management OKRs and KPIs, improving release stability from 50% to 100% over 3 months.
- Created training handbook on cloud technologies and SaaS for sales and marketing.

iTradeNetwork | VP, Strategic Planning & Marketing**2016 – 2022**

- Co-wrote strategy to deliver 20+% revenue/EBITDA growth, pushing a SaaS food supply chain tech company from \$86M in revenue to over \$100M.
- Created and presented monthly business reviews, quarterly reporting packages, Annual Operating Plans, and 3- to 5-year strategic plans for executives and Board of Directors.
- Supported operational cadence of weekly, monthly, and quarterly client business reviews, providing insights into customer trends and performance.
- Re-launched marketing function: built team responsible for product marketing, brand marketing, strategic partnerships, lead generation, press/analyst relations, and field events.
- Developed data-backed M&A and partnership strategies, assessing market position and acquisition viability.
- Built Pricing Team that revamped and standardized solution pricing, contributing to 10% revenue growth in the first year.
- Developed competitive intelligence reports, providing executive leadership with actionable insights into market positioning.
- Created data visualization dashboards (Excel, Power BI, Tableau) to track financial performance metrics and forecast application usage for 5,000+ clients.

D+H | Director of Client Relations**2014 – 2016**

- Created and standardized quarterly business reviews for D+H's digital money movement organization, conducting approximately 75 client reviews with decision makers and executives.
- Co-led new License Audit Program, establishing a process to monitor customer usage then contract for additional volume, generating more than \$1M in net new annual revenue.
- Created Power BI/PowerPivot dashboards to monitor and report client usage metrics.
- Oversaw business unit revenue tracking and planning, including SaaS revenue forecasts on a monthly, quarterly, yearly, and multi-year basis, assisting in the organizational strategic planning and financial operations.

CashEdge/Fiserv | Business Process Analyst/Operations Account Manager**2011 – 2014**

- Led project to consolidate customer support operations among four sites for a D2C money movement solution, reducing support expenses by \$1M over 3 years while retaining all personnel.
- Assisted finance, product strategy, and business development teams, analyzing millions of transactions across four electronic money movement products, determining opportunities for increased product adoption and risk mitigation.
- Implemented VBA-based process automation in the customer service department, resulting in a 20% reduction in reporting cycle time.
- Developed Excel and PowerPivot executive dashboards, providing a way to track sales metrics and user activity against the Annual Operating Plan.

Education & Certifications

Middlebury Institute of International Studies, MBA

Santa Clara University, BA History & Italian

Magna cum laude, Phi Beta Kappa

Google Data Analytics Professional Certificate

- Mastery of data cleaning, analysis, and visualization using SQL, R, and Tableau; applied data-driven decision-making and storytelling techniques to solve real-world challenges.

Microsoft Excel Expert Certificate

- Advanced proficiency in complex formulas, data analysis tools (PivotTables, Power Query), macros, advanced charting techniques, and data visualization