

# VICKY GUO

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## WORK EXPERIENCE

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### PEARSON EDUCATION

*Director, Strategic Partnerships*

*Investment Director, Pearson Ventures*

**NEW YORK, NY | BOSTON, MA**

October 2016 – Present

June 2019 - Present

- Led sourcing, strategy, and negotiation of strategic partnerships; Lead partner manager for key accounts
  - Closed 11+ commercial deals ranging from product integration and joint product development to sales distribution agreements
  - Re-negotiated agreement with major technology partner resulting in reduced financial commitments of \$15M+
  - Initiated three active partnership opportunities by soliciting internal and external interest, and cultivating executive support
- Provided regular executive briefings on competitors' and partners' strategies, and recommended responses
- Proposed and implemented changes to higher education partnership strategy to support company-wide cost savings initiative
- Managed and supported Pearson's direct balance sheet investments; Represent Pearson on two Boards of Directors
- Hosted and organized Pearson's lead sponsorship in Startup Weekend EDU (Boston 2017) and NY EDTECH WEEK (NYC 2017)

### NORTH BRIDGE GROWTH EQUITY (nka GUIDEPOST GROWTH EQUITY)

*Senior Associate*

**WALTHAM, MA**

June 2014 – September 2016

- Spearheaded financial and market diligence on 15 priority deals including drafting term sheets, building returns analyses and financial models, measuring key performance indicators, and conducting industry reference checks. Closed deals:
  - \$20 million follow-on Series C in Seniorlink, a provider of tech-enabled in-home caregiving solutions (Closed July 17, 2015)
  - \$25 million growth equity investment in Spoonflower, an on-demand custom fabric printing business (Closed August 26, 2015)
- Proactively cultivated relationships with C-level executives yielding 160+ sourced meetings
- Worked with four portfolio companies to update quarterly valuation analyses, build financial and operating models, develop M&A and follow-on financing strategy, and execute business development initiatives. Served as Board Observer at Seniorlink.
- Managed firm-wide re-implementation of CRM system and sourcing workflow. Led junior recruiting and training

### SALESFORCE.COM

*Senior Financial Analyst, Go-to-Market Finance & Strategy*

**SAN FRANCISCO, CA**

July 2013 – April 2014

- Solely responsible for tracking and reporting global bookings across all regions and products for worldwide sales organization
- Worked with regional and product sales leaders to plan and forecast bookings targets and communicated these targets to all finance, business, and operations stakeholders
- Created ad hoc analyses including customer lifetime value (CLTV) analyses, a predictive bookings model, and productivity comparisons across business units and regions
- Collaborated on taskforce to build new analytics and data visualization platform for all lead to close metrics

### FOROS GROUP

*M&A Analyst*

**NEW YORK, NY**

July 2011 – July 2013

- Advised technology and media companies on merger, acquisition, sale, divestiture, and capital raise transactions

#### Select Transaction Experience:

- Sale of Holiday Autos to CarTrawler (Closed June 18, 2013)
- Sale of Travelocity Nordic to Resia AB (Closed December 6, 2012)
- Sale of BlueWater Communications to Presidio, Inc. (Closed February 29, 2012)
- Acquisition of McGraw Hill Broadcasting Company by E.W. Scripps for \$212M (Closed December 30, 2011)

## COMMUNITY INVOLVEMENT

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**HARVARD COLLEGE**, *Alumni interviewer, Gift Committee, advisor & pre-career tutor*

September 2013 – Present

**STREETWISE PARTNERS**, *Mentor*

March 2018 – June 2018

**TECHSTARS**, *Startup Weekend Organizer & Facilitator, Startup Digest Curator*

June 2013 – November 2017

**MASSCHALLENGE**, *Mentor*

June 2015 – June 2017

## EDUCATION

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### HARVARD COLLEGE

**CAMBRIDGE, MA**

- A.B. in East Asian Studies, secondary in Economics completed May 2011; Cumulative GPA 3.6
- Class of 2011 Paul Revere Frothingham Scholarship Finalist for qualities of scholarship, character, and support

### LEADERSHIP EXPERIENCE AND ACTIVITIES

- Harvard Business School, *Research Assistant* March 2010 – May 2011
- Phillips Brooks House Association, *Resource Development Chair & Board Member* January 2009 – January 2010
- Harvard Alternative Spring Break Program, *Director* January 2008 – May 2011
- Radcliffe Varsity Crew, *Coxswain* January 2008 – May 2009

## SKILLS & INTERESTS

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**Skills:** Microsoft Office, FactSet, Capital IQ, Bloomberg, Business Objects, salesforce; proficient in Mandarin and Cantonese

**Interests:** Running, fitness studios, Asian food, finding flight deals, solo traveling