

ANTHONY A. PINO
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experience
2010-Present

THE CUE BALL GROUP (*Venture Capital and Growth Equity Investing*)

BOSTON, MA

Active across new deals, portfolio value-add, and firm-wide initiatives like fundraising, events, and thought capital. Deferred second year of HBS to extend summer at MiniLuxe (firm's largest investment). Completed MBA in 2016.

Business Development Officer, MiniLuxe (*Portfolio Company Attachment*).....2014-Present
Brand

- Led a multi-year initiative with NYC design agency to evolve brand identity through new studio design, iconic polish bottle, photographic campaigns, employee uniforms, and 2D collateral. Negotiated fee payment in equity.
- Identified key color trends and created polish line with Dazzle Dry, an innovator in "performance polish" chemistry.

Real Estate

- Identified potential sites in new markets (Dallas, Los Angeles), performed extensive site analysis (traffic, co-tenancy, competitor density), negotiated leases, and managed construction of studios. Responsible for all design and construction decisions. Secured numerous MA & TX permitting variances to accelerate open dates.
- Iteratively modified studio architectural plans and millwork designs based on employee feedback, client feedback, and value-engineering analyses. Managed all architect, vendor, and contractor relationships.

Technology

- Designed and deployed an enterprise-grade, hybrid cloud IT infrastructure with site-to-site VPN, on-premise Avaya VOIP and Call Center, Windows domain services, SSO, and Exchange e-mail for 600 employees,
- Designed and developed a SQL Server data warehouse to automate daily and weekly reporting.
- Designed and developed MiniLuxe Daily, a cloud-based system of record for studio, service, and pricing data, eliminating dependency on a legacy booking and payment system and enabling, via REST API, the creation of bespoke web, mobile, and voice (Alexa) booking experiences. Developed new website and managed development of iOS app, enabling new digital marketing campaigns to drive client acquisition and retention.
- Developed a suite of custom business automation applications to scale internal processes (e.g. integrating identity/e-mail creation with payroll provider, tracking turnaway data at point of sale, etc.)

Senior Investment Associate.....2010-2014

- **Livefyre (acquired by Adobe):** Sourced deal and secured access to an imminent, oversubscribed round. Facilitated customer introductions through LP relationships. Follow-on round analysis and execution.
- **ShapeUp (acquired by Virgin Pulse):** Led research of top customer cohorts to prioritize customer segments and corresponding product features, marketing channels, and post-purchase "success metrics."
- **ideeli (acquired by Groupon):** Conducted 50+ hours of customer interviews to develop cohort profiles for CMO. Developed an array of leading operational indicators ("input metrics") on which the BOD regularly relied.
- **Knovel (acquired by Elsevier):** Identified, led discussions with, and prepared analyses of potential acquisition targets. Negotiated and executed secondary purchases from "long tail" minority shareholders.
- **Fundraising and IR:** Supported Managing Partner to grow commitments of the (evergreen) fund from \$20M to nearly \$200M. Involved across all aspects of fundraising and investor relations, e.g. independently securing new limited partners, organizing meetings in the U.S., Europe, and Asia, developing marketing materials, translating LP feedback into LPA amendments, and coordinating due diligence and all aspects of the closing processes.
- **Strategic Events (On Cue and TED):** Produced inaugural and subsequent annual "salon-style" gatherings of 300+ relationships across business, media, entertainment, academia, and government. Led team across venue selection and negotiation, speaker and performer management, AV / lighting, culinary experiences, theatrical elements, logistics, and sponsorships. Also responsible for annual dinner at TED, an important nexus of LPs, new deals, and strategic acquirers.
- **Intellectual Capital:** End-to-end project leader for the *New York Times* and *Wall Street Journal* bestseller *Heart, Smarts, Guts, and Luck* (Harvard Business Review Press). Interviewed hundreds of entrepreneurs and business leaders, developed eponymous "entrepreneurial DNA" survey; contributed substantially to concept development, writing, and editing; coordinated all efforts internally and with HBR Press.

2009 **THE BLACKSTONE GROUP (*Technology M&A*)** **BOSTON, MA**
Transactions included Publicis's \$530M acquisition of Razorfish and Xerox's \$6.4B acquisition of ACS.

education
2016

HARVARD BUSINESS SCHOOL (M.B.A.)

BOSTON, MA

2010 **HARVARD COLLEGE (A.B. in Economics *cum laude*; secondary in Italian Studies)** **CAMBRIDGE, MA**

personal

Letterpress, wine, maps, urban planning, and technology. Certifications: A+, Network+, Security+, and Server+.