

# Samuel Fernando Rivera

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## EDUCATION

### Duke University - The Fuqua School of Business

M.S. in Management Studies

Durham, NC

May 2024 | GPA: 3.488

**Relevant Coursework:** Business Economics, Capital Markets, Corporate Finance, Cost and Managerial Accounting, Financial Accounting, Financial Analysis, Market Research, Modeling and Decision Analysis, Quantitative Business Analysis, Strategy

### Duke University

B.S. in Computer Science, Minor in Japanese Literature

Durham, NC

May 2023 | GPA: 3.364

**Relevant Coursework:** AI, Computer Security, Cyber Policy, Data Science, Data Structures and Algorithms, Multivariable Calculus

## PROFESSIONAL EXPERIENCE

### La Espiga de Oro Bakery

Website Developer Intern

Chicago, IL

March 2024 – May 2024

- Developed a dynamic website prototype using HTML, CSS, and JavaScript, aligning design with brand identity.
- Crafted an intuitive user interface to enhance user experience, projecting a 20% increase of in-store foot traffic.
- Collaborated with bakery staff to ensure the website met business objectives, delivering accurate and engaging content.

### Amogy

Student Consultant – Fuqua Client Consulting Practicum (FCCP)

Durham, NC

January 2024 – March 2024

- Developed a quantitative framework integrating ESG metrics and economic indicators to identify high-potential markets.
- Analyzed market data across 10 countries, using criteria like industry potential, economic factors, and public perception.
- Identified top 3 second-mover markets for expansion, projecting 20% market share growth over 15 years.

## COURSE PROJECTS

### Full-Scale Valuation of Keurig Dr. Pepper

ACCOUNTG 512F: Financial Analysis

Durham, NC

April 2024

- Developed a detailed financial model and conducted a comprehensive valuation analysis, forecasting income statements, balance sheets, and cash flows to determine the intrinsic value of Keurig Dr. Pepper.
- Performed comparative analysis and financial ratio analysis to evaluate the company's performance relative to industry peers, identifying key drivers of value and areas for financial improvement.

### Grupa Nogueira Case

DECISION 517F: Modeling and Decision Analysis

Durham, NC

April 2024

- Developed an optimization model using Excel's Solver add-in to recommend production plans, optimizing resource allocation and distribution logistics to maximize profitability.
- Conducted sensitivity analysis to evaluate the impact of various strategic decisions, providing recommendations that projected significant profitability improvements.

### Grosse Pointe Associates and the 'Microvan' Case

MARKETNG 551F: Fundamentals of Market Research

Durham, NC

February 2024

- Conducted market segmentation analysis using IBM SPSS software, including factor analysis and cluster analysis, to identify key target segments and recommend market positioning.
- Utilized regression and crosstabs analysis with IBM SPSS to evaluate the relationship between consumer preferences and demographic variables, providing insights into promising market segments.

### Valuation of AirThread Connections

FINANCE 524F: Foundations of Capital Markets

Durham, NC

October 2023

- Developed a comprehensive valuation model for AirThread using the Weighted Average Cost of Capital (WACC) method, incorporating CAPM to estimate cost of equity and debt.
- Conducted a detailed sensitivity analysis to evaluate the impact of key assumptions, such as growth rates and EV/EBITDA multiples, on the valuation, providing strategic recommendations for merger negotiations.

### Highland Park Wood Case

DECISION 516F: Quantitative Business Analysis

Durham, NC

August 2023

- Developed regression models using the Excel add-in FSB Stats to forecast prices, achieving high prediction accuracy and providing actionable insights for cost reduction.
- Conducted cost-benefit analysis to optimize purchasing strategy, recommending solutions that reduced costs and maximize profitability.

## ACHIEVEMENTS AND LEADERSHIP

### Men's Cross Country and Track Team

Varsity Member

Durham, NC

August 2019 – May 2024

- Awarded ACC Freshman of the Year (2019) and selected for All-ACC Academic Team (2019, 2021, 2022, 2023) for outstanding athletic and academic performance.
- Successfully balanced 35 hours of rigorous training per week with a full academic schedule, demonstrating strong organizational and time management skills, resilience, and dedication.
- Collaborated with team members to develop strategies and achieve collective goals, contributing to the team's overall success and cohesion.

## TECHNICAL SKILLS AND INTERESTS

**Languages:** Spanish (Proficient), Japanese (Intermediate)

**Programming and Tools:** Python, Excel, SQL, Git, IBM SPSS, R, C++, Java, Tableau

**Analytical Skills:** Data Analysis, Statistical Analysis, Regression Analysis, Quantitative Analysis, Quantitative Modeling, Optimization Models, Financial Analysis, Financial Modeling, Risk Management, Market Research

**Interests:** Data Analytics, Financial Markets, Algorithmic Trading, AI, Business Strategy, Quantitative Research, Financial Journalism, Corporate Culture, Tech Trends, Self-development, Lifelong Learning, Stoicism, New Wave Music, Outdoors, Socializing, Coffee, Video Games, YouTube