

# ZACH SHAREK

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Entrepreneurial Carnegie Mellon Tepper Ph.D. that blends technology startup experience and an academic background in management and strategy to lead teams creating data-driven products. Focused on designing client solutions by understanding organizational and consumer needs combined with strong data analysis skills.

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## EXPERIENCE

- **Apturis**, A BBC seed funded marketing analytics startup **Pittsburgh, PA**  
*Founder & Executive Director* 2/2016–current
  - Recruited by senior leadership at the British Broadcasting Corporation (BBC) to form a company focusing on improving global marketing strategy and decision-making
  - Developed a solution using novel data sources, enabling real-time global measurement of the BBC's marketing efforts & media properties
  - Currently licensing the technology to the BBC and other media companies
- **Rhiza**, A Draper Triangle funded marketing analytics startup **Pittsburgh, PA**  
*Senior Vice President of Product Strategy* 11/2014–1/2016
  - Led a team of 18 product managers, developers and data scientists in creating products for data-driven marketing analysis for media ad sales clients; Resulted in 24 new customers and 200% increase in monthly recurring revenue
  - Directed business development of partnerships with top providers of syndicated marketing data, including Nielsen, Rentrak, Experian and Polk
  - Consulted with media clients to optimize ad sales revenue and consumer research; Increased success of ad sales pitches by 75%
- **CivicScience**, A NPD Group funded big data consumer insights startup **Pittsburgh, PA**  
*Director of Strategy & Innovation* 3/2013–10/2014
  - Led the company's consumer insights consulting team; Tripled consulting revenue within one year
  - Created data products identifying persuadable consumers; Resulted in acquiring over 30 consumer goods clients, including General Mills, T-Mobile and Samsung
  - Developed marketing strategy and ROI analytic models for healthcare clients using over 500 million insurance claims; Increased advertising ROI by over 50%
- **Tepper School of Business, Carnegie Mellon University** **Pittsburgh, PA**  
*Researcher & Instructor* 7/2006–5/2012
  - Research focus on strategy & management, especially judgment & decision-making
  - Awarded \$223,000 National Science Foundation grant on behavioral biases in decision-making resulting in four papers & seven conference presentations
  - Instructor for classes on management, decision-making and negotiations with teaching evaluations in top 10% of university

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## EXPERIENCE CONTINUED

- **Harvard Business School, Harvard University** **Boston, MA**  
*Research Associate* 1/2006–7/2006
    - Created models of media consumption from analysis of multi-terabyte datasets; including the largest ever dataset HBS had used for research
    - Designed economic experiments investigating behavioral game theory, the results were used in three academic papers
    - Managed experimental economic lab; Supervised three research assistants; Developed and administered over 25 experiments
  - **Accenture** **Charlotte, NC**  
*Consultant* 8/2003–7/2005
    - Led an international team of 15 programmers & testers in successfully stress-testing an online-banking website with over \$300 billion of deposits
    - Designed and lead implementation of mortgage securitization and re-underwriting software that processed up to \$10 billion of mortgages daily for a financial startup
    - Created a statistical model determining which mortgages to re-underwrite; Resulted in 33% increase in mortgage securities processing speed
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## EDUCATION

- **Tepper School of Business, Carnegie Mellon University** **Pittsburgh, PA**  
*Ph.D., Organizational Behavior & Theory (Strategy & Management)* 8/2006–5/2012
    - Expertise: strategy, judgment & decision-making, behavioral economics, negotiations
  - **University of North Carolina** **Chapel Hill, NC**  
*MS, Information Science* 8/2000–12/2002  
*BA, Economics & Philosophy* 8/1996–12/1999
    - Played Division 1 rugby; Selected to North Carolina All-Star team
    - Developer on TeraScale Retrieval, a National Science Foundation funded project
    - Transferred from Duke University after freshman year
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## ADDITIONAL INFORMATION

**Nonprofit Work:** Director Emeritus of the Association for the Coral Environment, Advisor to the Executive Director of the Bahamas Reef Environment Education Fund (BREEF)

**Activities:** Statistical analysis for breast cancer research, competitive kettlebell lifting & instruction, designing board games