

# ZACH SHAREK

sharek@gmail.com • (919) 757-4569

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Entrepreneurial Carnegie Mellon Ph.D. that blends technology startup experience and an academic background in behavioral economics to lead teams solving business problems through data science. Focused on leading, growing and mentoring data science teams.

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## EXPERIENCE

- **Apturis**, A BBC seed funded marketing analytics company **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
  - Created a novel time series analysis algorithm to detect significant shifts in consumer interest of media brands
  - 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