

Latest

Boaz Sobrado

+44 7518 126453 | boaz@boazsobrado.com | Website: boazsobrado.com | [LinkedIn](#)

Fintech leader and entrepreneur specializing in growth strategy, data analytics, and MarTech. A Top 100 Forbes Fintech contributor, I've been cited by CNBC, Fortune, WIRED, Forbes, Al Jazeera, the Human Rights Foundation and others. With over 10 years of experience in digital marketing & growth, I am currently the Director of Growth & Marketing Technology at a global trading platform with over 500k users handling over \$1.7 trillion in trading volume.

CAREER HIGHLIGHTS

Capital.com

London, Dubai, Warsaw, Gibraltar

Director of Growth, Analytics, and MarTech

June 2023 - Present

- Lead growth and acquisition strategy by deploying a multi-million marketing budget and leading various teams across Analytics, Engineering, SEO, and CRM; collaborating directly with C-suite stakeholders and key partners (Google, Apple).
- Architect extensive marketing experiments and analytics initiatives (creative testing, CRM & website AB testing, media mix modeling, bonusing) to increase performance marketing efficiency, enabling the platform's 33% YoY growth in 2024.
- Drove significant upgrades to MarTech infrastructure and data strategy using predictive modeling, conversion optimization, and audience generation, leading to significant improvements in uptime, resilience and accuracy.
- Lead turnaround of the Refer-a-Friend, SEO and CRM divisions, reversing a multi-year decline and delivering growth (e.g. 10x growth in RAF) through data-driven interventions, operational efficiency increases and technology investments.

Zilch

London, United Kingdom

Growth Strategy Analytics Lead

June 2021 - June 2023

- Led the modelling and financial design in collaboration with strategy & credit teams for pivotal new consumer finance products, such as 50% down payment plans, which unlocked a \$100m opportunity in subprime-ish segments.
- Designed "viral-on-demand" Refer-a-Friend schemes, such as "Double Bubble" campaigns where a user's first referral bonus was doubled, catapulting Zilch to the #1 position on the UK Finance App Store.
- Oversaw growth analytics and iteratively built highly incremental CRM campaigns, such as "payday pushes" which reduced delinquencies and increased 1 year customer lifetime values by ~5%.

Treatwell

London, United Kingdom

Marketing Data Analyst

Nov 2019 - June 2021

- Spearheaded measurement and analytics for a \$10M+ pan-European performance marketing operation, optimizing campaign ROI across multiple markets and channels.
- Developed advanced Markov Chain Monte Carlo predictive models to forecast customer "propensity to buy," successfully revitalizing sales pipelines after COVID-19 lockdowns and driving an incremental ~10% increase in revenue.

ZunZun Group

Remote

Founder & CEO

Jan 2018 - March 2020

- Bootstrapped a profitable tourism enterprise that provided property management, transportation, and hospitality services, capturing 25% of Cuba's hostel market and 20% of its online tourism transportation sector serving 5,000+ clients annually.
- Engineered custom e-commerce platforms from scratch, driving growth through strategic SEO optimization (launched and ranked WhyNotCuba.com) and targeted paid advertising campaigns, resulting in substantial market expansion.

Internships

JP Morgan Chase - Private Banking (Geneva, Switzerland), SkillCapital (London, UK), Rocket Internet (Yangon, Myanmar)

EDUCATION

University of Utrecht, MSc (Methodology & Statistics)

Utrecht, Netherlands

University of Cambridge, BA Hons (Natural Sciences)

Cambridge, United Kingdom

SKILLS & LANGUAGES

Data and Coding: Regularly use R, SQL, Tableau. Experience with Python, DBT, Looker & Mixpanel. ChatGPT, Claude Code.

Languages: Fluent in English, Spanish, Hungarian, and German. Mandarin Chinese (HSK level 3).

2025_BoazSobradoCV_short

Boaz Sobrado

+44 7518 126453 | boaz@boazsobrado.com | Website: boazsobrado.com | [LinkedIn](#)

ABOUT

Data-driven, code-literate entrepreneurial FinTech strategist specialising in growth strategy, analytics and MarTech. A Top 100 Forbes Fintech contributor, I've been cited by CNBC, Fortune, WIRED, Forbes, Al Jazeera, the Human Rights Foundation and others. With over 10 years of experience in digital marketing, currently Director of Growth & Technology at a global trading platform handling over \$1.7 trillion in volume.

CAREER HIGHLIGHTS

DIRECTOR OF GROWTH, ANALYTICS & MARTECH - Capital.com (London)

Jun '23 - ???

A global trading platform with clients in 183 countries and 500k+ clients *handling \$1.7 trillion* in annual trading volume.

- Lead a *cross-functional team of 26+ professionals* across Analytics, Engineering, SEO, and CRM after multiple promotions, through a combination of direct management and cross-functional collaboration, directly interfacing with C-level stakeholders and key partners (Google, Apple).
- Spearhead company-wide experimentation & analytics (creative testing, CRM & website AB testing, media mix modeling, bonusing) increasing performance marketing efficiency enabling the platform's 33% YoY growth in 2024.
- Delivered a significant upgrade to *MarTech infrastructure and data strategy* (including predictive modeling, conversion optimization, and audience generation) leading to significant improvements in uptime, resilience and accuracy.
- Expanded role to lead turnaround of *Referrals, SEO and CRM divisions*, reversing a multi-year decline in performance and delivering growth through data-driven interventions, operational efficiency increases and technology investments.

LEAD GROWTH & STRATEGY ANALYST - Zilch (London)

Jun '21 - Jun '23

A consumer finance app known as the fastest ever [European unicorn](#). During my tenure Zilch grew revenue & MAUs by 500%.

- Lead the ROI modelling and financial design for pivotal new products (e.g. 50% down payment plans).
- Delivered "viral-on-demand" Refer-a-Friend schemes, highly incremental CRM campaigns & oversaw growth analytics.

MARKETING DATA ANALYST - Treatwell (London)

Nov '19 - Jun '21

FOUNDER & CEO - ZunZun Group (Remote)

Jan '18 - Mar '20

Bootstrapped my company to offer online property management, transportation and other tourism related services in the Caribbean.

- Built our e-commerce platforms, grew both organically via SEO, social media and via paid ads.
- Over 5k+ paying clients a year for our Airbnb, hostel and tourism transportation market

Internships

JP Morgan Private Bank - Geneva | *SkillCapital - London* | *Rocket Internet - Myanmar*

'13 - '15

EDUCATION

University of Utrecht

MSc (Methodology & Statistics)

Sep '16 - Jun '18

Overall result: 7.8/10 | Exchange semester at NUS (National University of Singapore).

University of Cambridge

BA Hons (Natural Sciences)

Oct '11 - Jun '14

First in Part IA (9th of 129); 2.i in Part IB (44th of 140) & Part II (8th of 54). Awards include: Davidson Scholarship, Wright Prize.

TECHNICAL SKILLS & LANGUAGES

Regularly use R, SQL, Tableau, Google Search Console, AHREFS. Have used Python, DBT, Looker & Mixpanel. Avid LLM user.

Fluent in English, Spanish, Hungarian and German. Currently learning Chinese (HSK level 3).