

# SEAN P. DILLARD

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Little Rock, AR

## EDUCATION

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### STANFORD GRADUATE SCHOOL OF BUSINESS

Master of Business Administration (MBA)

GSB Impact Fund Investment Committee Chair, Vice President GSB Pride, Tech Club, Consulting Club

STANFORD, CA

2017 – 2019

### DUKE UNIVERSITY

Bachelor of Science in Mathematics, Minor in German

DURHAM, NC

2008 – 2012

## EXPERIENCE

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### RED VENTURES

ATLANTA, GA

**Associate Director, Strategic Development, Healthgrades**

2020 – 2022

- Launched and scaled innovative digital marketing product with \$5M in sales in first year, from ideation and gathering buy-in from senior leadership to \$15M in Y3
- Managed client relationships and pricing through product roadmaps and performance reviews resulting in 100% YoY renewal rate
- Built backend management systems and target selection algorithms using Alteryx resulting in open rates 3x the industry benchmark and third party verified 15x ROI in marketing dollars

### THE BOSTON CONSULTING GROUP

ATLANTA, GA

**Consultant, Summer Consultant**

2018 – 2020

- Managed \$100M cost savings for indirect procurement for consumer technology company transformation
- Revamped pricing strategy for nationwide travel company resulting in EBIT increase of \$40m+
- Conducted future-looking liquidity analysis using extensive financial modeling for major US airlines for debt obligations during COVID-19 pandemic
- Global BCG PRIDE coordinator for Stanford GSB recruitment

### PRINCETON CONSULTANTS

NEW YORK, NY

Technology consulting firm specializing in custom optimization software solutions; over 50% of staff have PhDs in technical fields

**Senior Associate**

2016-2017

- Supervised team of 14 senior engineers on client's piece of \$10B+ technology to automate freight and passenger train
- Oversaw railroad safety technology from design through implementation on 32,000 miles of track
- Design lead for 5-year implementation roadmap, encompassing over 40 subcomponents with interoperability all over North America

**Analyst/Associate**

PRINCETON, NJ

2013 – 2016

- Liaised between client and vendors to translate operational decisions into software design
- Led technical analysis supporting the software development lifecycle including requirements gathering, testing, and production support

## ADDITIONAL

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### NETWORKS THAT WORK

STANFORD, CA

**Mentor**

2018

- Guided low-income high school students through college application process via brand strategy, introspective exercises and time management techniques

### A CARING HAND, THE BILLY ESPOSITO FOUNDATION

NEW YORK, NY

**Group Facilitator & Fundraising Committee**

2015 – 2017

Volunteered with the only non-profit organization in NYC solely dedicated to helping bereaved children and caregivers

- Provided mentorship for young children who have lost parents or siblings; 3 hours per week, 11-week sessions

### ATLANTA POKER CLUB TOURNAMENT DIRECTOR, PLAYER FOR ATLANTA BUCKS RUGBY TEAM