

Simcha Stadlan

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EDUCATION

The Wharton School – University of Pennsylvania

Philadelphia, PA

Bachelor of Science in Economics, Concentrations in Marketing & Operations and Business Analytics

December 2020

Minors in Computer Science and Data Science (School of Engineering and Applied Science)

- **Honors/Awards:** Dean's List (2017-2018; 2018-2019; *), Beta Gamma Sigma (top 10% of Wharton class)
- **Relevant Coursework:** Product Design, Software Engineering, Operations Management, Marketing Analytics, Financial Analysis, Scaling Operations, Competitive Strategy, Optimization Modeling, Management Communications

Katz Yeshiva High School, *Dual-Curricular Preparatory High School*

Boca Raton, FL

• **Honors/Awards:** National AP Scholar, Scholastic Writing Gold Key Winner

June 2016

• **Leadership/Achievements:** Valedictorian, Newspaper Editor-in-Chief, Model United Nations Team Captain

WORK EXPERIENCE

American Express

New York, NY (Remote)

Product Management Intern

July 2020 – August 2020

- Presented product roadmap and GTM strategy recommendations for IoT payment integrations to the Network team leadership
- Scoped out technical and security requirements for implementing a tokenization architecture to support IoT devices
- Conducted competitive analysis and assessed market opportunities in the connected commerce industry
- Consulted stakeholders of 10 teams across the enterprise to synthesize product, marketing, and engineering considerations

ILostMyJobToCoronavirus (*a startup helping those unemployed due to COVID-19 find work*)

Los Angeles, CA (Remote)

Front End Developer

May 2020 – July 2020

- Joined founding team; designed and implemented user interface of two-sided recruitment platform (ilmjtev.com)

MongoDB

New York, NY

Growth Marketing Intern

May 2019 – August 2019

- Spearheaded project to optimize communications with MongoDB customers, built new email marketing framework and guidelines laid out in 60 slide presentation for C-suite and Growth team
- Analyzed marketing data in Excel, mapped user journeys to identify shortcomings, revealed underperforming segments
- Conducted user testing and A/B experiments, studying intentions and behavior of 100,000 monthly top and mid-funnel leads

E-Bundled (*a startup helping small businesses streamline and automate procurement with machine learning*)

Philadelphia, PA

Business Development Associate

February 2019 – April 2019

- Completed market research and customer interviews, identifying most attractive segments for launch and acquisition methods

MassChallenge

Jerusalem, Israel

Startup Accelerator Intern

May 2018 – August 2018

- Worked one-on-one with 25+ entrepreneurs on crafting pitches, writing one-pagers, and shaping brand stories
- Organized venture capital conference, connecting 15 of Israel's largest investment firms with 50 high-tech startups

LEADERSHIP EXPERIENCE

WeissLabs Incubator

Philadelphia, PA

Director (Head of Mentorship, May 2018 – May 2019)

May 2019 – May 2020

- Directed Penn's preeminent student-run startup incubator, supporting 20 companies annually
- Mentored student entrepreneurs in identifying market-fit, concept-testing MVPs, crafting business models, and pitching to VCs

Orthodox Community at Penn (OCP)

Philadelphia, PA

Co-Chair

May 2019 – May 2020

- Fundraised and allocated \$50K annual budget; oversaw planning of daily programming for community of 200 students
- Managed 18 student-run committees, presided over weekly Board meetings, and collaborated with university staff

ACTIVITIES, SKILLS & INTERESTS

Past Activities: Design Editor at *34th Street*, Teaching Assistant for *Intro to Operations Management*, Soup Kitchen Volunteer Program Lead, Freshman Mentor in Wharton Cohort Program, Jewish Life Coordinator at Penn Hillel

Technical Skills: Excel, PowerPoint, Adobe Creative Suite, Sketch, Java, OCaml, Python, HTML, CSS, JavaScript, Android, R