

# Simcha Stadlan

22155 Trillium Way, Boca Raton, FL 33433 | 561-866-1437 | sstadlan@wharton.upenn.edu

## EDUCATION

<b>The Wharton School – University of Pennsylvania</b> <i>Bachelor of Science in Economics</i> , Concentrations in Product Development and Business Analytics Minors in Computer Science and Data Science (School of Engineering and Applied Science) <ul style="list-style-type: none"><li><b>GPA:</b> 3.94/4.00 <b>Honors/Awards:</b> Dean's List (2017-2018; 2018-2019; *), Beta Gamma Sigma (top 10% of Wharton class)</li><li><b>Relevant Coursework:</b> Product Design, Software Engineering, Operations Management, Marketing Analytics, Financial Analysis, Scaling Operations, Competitive Strategy, Optimization Modeling, Management Communications</li></ul>	<b>Philadelphia, PA</b> December 2020
<b>Katz Yeshiva High School, Dual-Curricular Preparatory High School</b> <ul style="list-style-type: none"><li><b>GPA:</b> 4.79/5.00 <b>Honors/Awards:</b> National AP Scholar, Scholastic Writing Gold Key Winner</li><li><b>Leadership/Achievements:</b> Valedictorian, Newspaper Editor-in-Chief, Model United Nations Team Captain</li></ul>	<b>Boca Raton, FL</b> June 2016

## WORK EXPERIENCE

<b>American Express</b> <i>Product Management Intern</i> <ul style="list-style-type: none"><li>Presented product roadmap and GTM strategy recommendations for IoT payment integrations to the Network team leadership</li><li>Scoped out technical and security requirements for implementing a tokenization architecture to support IoT devices</li><li>Conducted competitive analysis and assessed market opportunities in the connected commerce industry</li><li>Consulted stakeholders of 10 teams across the enterprise to synthesize product, marketing, and engineering considerations</li></ul>	<b>New York, NY (Remote)</b> July 2020 – August 2020
<b>I Lost My Job To Coronavirus</b> ( <i>a startup helping those unemployed due to COVID-19 find work</i> ) <i>Front End Developer</i> <ul style="list-style-type: none"><li>Joined founding team; designed and implemented user interface of two-sided recruitment platform</li></ul>	<b>Los Angeles, CA (Remote)</b> May 2020 – July 2020
<b>MongoDB</b> <i>Growth Marketing Intern</i> <ul style="list-style-type: none"><li>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</li><li>Analyzed marketing data in Excel, mapped user journeys to identify shortcomings, revealed underperforming segments</li><li>Conducted user testing and A/B experiments, studying intentions and behavior of 100,000 monthly top and mid-funnel leads</li></ul>	<b>New York, NY</b> May 2019 – August 2019
<b>E-Bundled</b> ( <i>a startup helping small businesses streamline and automate procurement with machine learning</i> ) <i>Business Development Associate</i> <ul style="list-style-type: none"><li>Completed market research and customer interviews, identifying most attractive segments for launch and acquisition methods</li></ul>	<b>Philadelphia, PA</b> February 2019 – April 2019
<b>MassChallenge</b> <i>Startup Accelerator Intern</i> <ul style="list-style-type: none"><li>Worked one-on-one with 25+ entrepreneurs on crafting pitches, writing one-pagers, and shaping brand stories</li><li>Organized venture capital conference, connecting 15 of Israel's largest investment firms with 50 high-tech startups</li></ul>	<b>Jerusalem, Israel</b> May 2018 – August 2018

## LEADERSHIP EXPERIENCE

<b>WeissLabs Incubator</b> <i>Director (Head of Mentorship, May 2018 – May 2019)</i> <ul style="list-style-type: none"><li>Directed Penn's preeminent student-run startup incubator, supporting 20 companies annually</li><li>Mentored student entrepreneurs in identifying market-fit, concept-testing MVPs, crafting business models, and pitching to VCs</li></ul>	<b>Philadelphia, PA</b> May 2019 – May 2020
<b>Orthodox Community at Penn (OCP)</b> <i>Co-Chair</i> <ul style="list-style-type: none"><li>Fundraised and allocated \$50K annual budget; oversaw planning of daily programming for community of 200 students</li><li>Managed 18 student-run committees, presided over weekly Board meetings, and collaborated with university staff</li></ul>	<b>Philadelphia, PA</b> May 2019 – May 2020

## 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