

Simcha Stadlan

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Recent graduate of The Wharton School with experience guiding early-stage startup development, managing digital product planning, and designing data-driven marketing strategies. A fast learner and critical thinker who enjoys leveraging his technical background and creative mindset in business building and problem solving.

EDUCATION

The Wharton School of the University of Pennsylvania · Philadelphia, PA (December 2020)

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

Minors in Computer Science and Data Science

Summa Cum Laude · Beta Gamma Sigma (top 10%) · Dean's List

WORK EXPERIENCE

Franklin Advisory · Washington, DC (Remote)

Consulting firm specializing in entrepreneurial program development, strategy and operations support, and capital raising

Analyst Fellow (Dec 2020 – Present)

- Designed original “Scaling” curriculum for government-backed accelerator helping Korean founders enter U.S. market
- Contributed 50+ pages toward entrepreneurship textbook as well as exercises, guides, and case studies

American Express · New York, NY (Remote)

Multinational financial services corporation offering innovative payment, travel, and expense management solutions

Product Management Intern (July 2020 – Aug 2020)

- Pitched roadmap for IoT payment integration with market evaluation, technical specifications, and GTM strategy
- Acquired significant working knowledge on the engineering, regulatory, and security requirements in under 4 weeks

MongoDB · New York, NY

Software company developing a next-generation general purpose database platform for enterprise applications

Growth Marketing Intern (May 2019 – Aug 2019)

- Reformulated email marketing strategy to better segment and engage customers along the sales funnel
- Identified 66 ineffective marketing emails through Excel analysis of performance data pulled from Eloqua

MassChallenge · Jerusalem, Israel

Leading global, zero-equity startup accelerator with a focus on high-impact, early-stage entrepreneurs

Startup Services Intern (May 2018 – Aug 2018)

- Worked one-on-one with 25+ entrepreneurs on crafting pitches and writing one-pagers for investor meetings
- Organized venture capital conference, matching 15 of Israel's largest VC firms with 50 high-tech startups

ADDITIONAL ACTIVITIES

- ♦ Mentor local small business owners and aspiring entrepreneurs as a volunteer through **SCORE**
- ♦ Built job platform **ilmjtcv.com** with founding team for people unemployed due to COVID-19 pandemic
- ♦ Led a **UCHC soup kitchen** volunteer program for local middle school students
- ♦ Directed University of Pennsylvania's premier student-run startup incubator **WeissLabs**
- ♦ Ran the **Orthodox Community at Penn's** 150-member organization; fundraised and managed \$50K budget

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint) · **Data Analytics** (Python, R) · **Programming** (Java, OCaml)
Web Development (HTML, CSS, JavaScript) · **Adobe Creative Suite** (Photoshop, Illustrator, InDesign)