

# THOMAS VLADECK

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## EDUCATION

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

#### *MBA Candidate; Double Major in Entrepreneurial Management and Marketing*

2014-2016

- Appointed Director of the Technology Club Case Competition and Director of the Mountaineering and Climbing Club
- Member of the Technology, Design and Innovation, Marketing, Hockey, and Mountaineering and Climbing Clubs
- Organized *ProductHack*, Wharton's first interactive product development competition
- Wharton Global 2020 Fellowship Recipient, in recognition of outstanding professional and academic achievements
- GMAT: 760, 99<sup>th</sup> percentile. Quantitative score of 50 out of 51
- Director's List (awarded to top 10% of Wharton MBA students) Fall 2015

### THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

London, UK

#### *MSc Environmental Policy and Regulation – Distinction*

2009-2010

- Thesis: Climate risk, optimal investment, and adaptation to climate change
- Elected Course Representative; Member of the Environment and Sustainability Committees

### POMONA COLLEGE

Claremont, CA

#### *BA Mathematics – cum laude*

2004-2008

- Thesis: The classification of groups of reflectional symmetry
- Classroom volunteer for children with autism spectrum disorders at Casa Colina Centers for Rehabilitation

## EXPERIENCE

### GLOBAL COMMISSION ON THE ECONOMY AND CLIMATE

San Francisco, CA

#### Senior Program Officer – Finance Workstream

2013-2014

- Developed workstream scope directly with Programme Director as senior manager of an ad hoc commission on climate policy, sponsored by the governments of the UK, Sweden, Norway, Colombia, Indonesia, South Korea, and Ethiopia
- Led development of oil, gas, and coal market simulations by analytical teams in San Francisco, London, and Venice, Italy. Study received coverage in the New York Times, The Economist, Bloomberg, as well as promotion from the White House

### BUILDING HERO

San Francisco, CA

#### Co-founder

2011-2013

- Founded business to apply SolarCity's model of scalable energy financing to LED lighting. Performed market segmentation and competitor analysis and created strategy to go-to-market in areas of high retail concentration
- Developed product roadmap by going door-to-door to sell and get feedback from initial customers. Prototyped application to perform energy audits and deliver quotes to customers using Google Forms and Apps Script and a 3G iPad
- Worked with outside counsel to develop an innovative contract that allowed Building Hero to finance customer investments with downside protection. Raised \$600,000 in seed financing from investors in personal network
- Hired and worked with a software engineer to co-develop the first version of sales application in Ruby on Rails on Heroku
- Lowered cost of customer acquisition by integrating energy audits, synchronization with our CRM, automatic transactional emails, a click-wrapped contract, and Stripe credit card billing, reducing the sales touches required to convert leads
- Reduced average time between acquiring a customer and completing their retrofit to under one week by creating process with vendors to immediately drop-ship products to customers and employing part-time workers to perform installations
- Reached \$1m in sales from 100 commercial clients in New York and San Francisco, including two national brands, Warby Parker and Yogaworks, in 18 months, by hiring and training three salespeople to use the Building Hero web application

### PALMETTO GROUP

London, UK

#### Associate

2010-2011

- Closed \$50m worth of carbon commodity transactions through long-term (7-10 years) emission-reduction purchase agreements between developing world projects under the Clean Development Mechanism and European commodity traders
- Developed creative commercial terms and risk mitigation mechanisms to achieve financial closure on innovative improved-cookstove projects (requiring less wood, reducing deforestation, and producing less indoor air pollution) in Haiti and Nepal

## ADDITIONAL INFORMATION

- **Interests:** Avid rock climber and photographer. Two-time half-ironman and one-time marathoner
- **Software:** Ruby/Rails, R, Javascript