

**Whitney J. Wilson**

8 Soldiers Field Park, Apt 8B; Boston, MA 02163; wwilson@mba2021.hbs.edu; (541) 808-1233

**education**

- 2019-2021 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**  
MBA Candidate 2021, Management Science Track. Leadership and Clubs: Tech, Entrepreneurship, West Coast, Outdoors Club. Macroeconomics Tutor. Received \$3K in funding from HBS to pursue DTC women's footwear startup.  
**Relevant courses:** Analytics, Startup Growth, Pricing, Strat & Tech, Finance, Marketplaces, Sales, Marketing, Negotiations
- 2007-2012 **UNIVERSITY OF OREGON, Robert D. Clark Honors College** **EUGENE, OR**  
B.A. Political Science, International Studies. *Cum Laude*, Departmental Honors. Full tuition presidential scholarship. Member of the debate team, won 2 National Titles. Studied in Morocco, 2009.

**experience**

- 2020 **AMAZON** **SEATTLE, WA**  
**Senior Product Manager, Retail Leadership Development Program**
  - Conducted pricing and UX analyses for Amazon's retail consumables business (Grocery, Personal Care, and Beauty)
  - Created \$30M/yr market opportunity by improving the company's proprietary pricing algorithm; analyzed SQL sales data and presented recommendations to leadership for implementation
  - Established 12 KPIs and developed strategy to improve Amazon's consumables price perception by 1,000 basis points
  - Surveyed 2K consumers on price perception, conducted root cause analysis and developed recommendations to increase Amazon's consumables revenue by \$80M/yr
- 2020-2021 **SHORT TERM STARTUP ENGAGEMENTS** **BOSTON, MA**
  - **Reibus, Strategy Manager** – Advised CEO on fundraising efforts by developing growth strategy for Series A steel marketplace, with plan to increase revenue from \$12M to \$60M in 2 years in \$80bn+ US market
  - **GIST, Marketing Consultant** – Acquired 200+ target customers and increased referrals by 150% by running A/B tests on referral programs, promotions, and ads for social ecommerce app; created KPIs for next funding round
  - **Grow Therapy, Business Development** – Created channel strategy, selected and implemented CRM to acquire and track 80 new customers for seed stage B2B mental health insurance provider
- 2015-2019 **DELOITTE CONSULTING, LLP** **WASHINGTON, DC**  
**Senior Consultant, Consultant, Senior Analyst – Strategy & Analytics**  
Advised on emerging technology strategy and innovation using data-driven approaches
  - *Emerging Technology and Innovation*
    - Led team of 4 to transform int'l baggage process and reduce transit time by >50% for National Security client
    - Led team of 7 on project for Bosnian social enterprise incubator to develop sales strategy for digital platform
    - Led team of 5 as Consultant advising aviation security client to adopt 3 emerging technologies at 450 airports nationwide by conducting assessments via experimental research, field observations, and analysis
    - Identified method to predictively model client's operational performance using a new data collection methodology, leading to \$250K client follow-on work
    - Published in prestigious peer-reviewed journal resulting from new-to-field client project research
  - *Growth, Sales, and Marketing Strategy*
    - Led BD for firm's innovation service, conducted analysis to identify \$100M pipeline across 8 federal agencies resulting in \$7.3M awarded work; led successful award of \$2.35M contract
    - Promoted to Senior Consultant in 1 year, received top performance ratings at every year-end
    - Identified need and worked with Deloitte Lead Client Partner to develop onboarding curriculum for ~100 practitioners/yr and received 98% positive feedback from participants across 5 instances
- 2014-2015 **GENERAL ELECTRIC AFFILIATE** **AMMAN, JORDAN**  
**Strategy & Operations Consultant**  
Advised on strategy to distribute \$50M/yr of GE Lighting, Electric, and Multilin product in Jordan, Iraq, and Libya
  - Directly advised CEO on int'l trade opportunities and business strategy based on capabilities demonstrated at AmCham
  - Conducted cost-benefit analysis for first direct U.S.-Jordan shipping line to reduce transit time by 70%
  - Led delegation of 6 Iraqi government officials to the U.S. to conduct factory acceptance testing at General Electric facilities, \$7M deal resulted in electrical equipment upgrade at Iraqi power plants and A+ client rating
- 2012-2014 **AMERICAN CHAMBER OF COMMERCE (AMCHAM)** **AMMAN, JORDAN**  
**Program Manager, Associate**  
Managed development projects for USDoS.-funded bilateral trade association (Membership: 250, 30+ Fortune Global 500)
  - Directed over \$1M in funds leading public-private projects with U.S. DoS, USAID, Microsoft, and Coca-Cola
  - Implemented Microsoft's nationwide technology platform aimed to employ and up-skill Jordanians as part of the company's corporate citizenship efforts; Designated as Royal Initiative, backed by millions in funding
  - Won USAID proposal for \$.6M funding over 1.5 years, establishing U.S.-Jordan Free Trade Agreement Unit
- technical** Certifications: Google Ads, Google Cloud. Intermediate: Tableau, R, SQL, Salesforce. Limited: Mixpanel, Amplitude.
- community** Founder, Oregon College Mentorship Program, created network of 50+ alumni and connected them to >1,200 Oregon high school students. Established University of Oregon recruiting pipeline at Deloitte, reaching 23K undergrads/yr.
- personal** Project Management Professional & Agile certified. Speaks Arabic. Paddle boarder & fisher. Oregon native. Secret clearance.