Alfred G. Sogja

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**PROFESSIONAL EXPERIENCE**

**YOOBIC, Inc.** New York, NY

*Sales Effectiveness and Strategy Consultant January 2023 - Current*

* **Optimized US sales processes and client engagement** by leading deal support, strategic planning, PPT creation, Salesforce dashboard development, and collaboration on business cases and ROI analysis, **achieving a 40% reduction in the average sales cycle, bringing it down to 3 months.**
* **Increased seller efficiency by 7x** **through creating a PPT timesaver deck and developing an RFP toolkit**, which offered a mix of guidance, templates, and resources, transforming how prospects navigate the RFP process.
* **Enhanced sales effectiveness by crafting strategic frameworks**, including a Win/Loss Deal Review to gather intel for improving future sales, a Global Comms Guide to ensure messaging consistency, and a Store Visit Guide to help sellers analyze retail stores during visits.
* **Developed a robust change management methodology** for the customer team, creating tools and documents for both internal and external use. **Trained the team on change fundamentals, psychology, and key components,** enhancing their implementation process.
* Created a unified YOOBIC ROI calculator integrated with Salesforce, **enabling sellers to perform ROI calculations 2x faster** and ensuring a consistent, streamlined process for quick integration into presentations.
* **Initiated and led the culture transformation project**, which reduced pressure on sellers, improved communication, and established an information framework, significantly boosting office morale and company efficiency.
* **Started a social committee** **to enhance the office environment** by adding phone booths, creating a consistent food ordering system, and organizing social events, which encouraged more social interactions and increased regular office attendance.

**Deloitte & Touche LLP** Boston, MA

*Human Capital Consulting / Change Management Specialist June 2018 – June 2019*

* **Led cross-functional collaboration with C- and B-Suite stakeholders** to transform business and organizational strategy, including a project to implement a Salesforce-tailored CRM product with over **300+ end-users, boosting user engagement by 20%.**
* **Initiated annual knowledge-sharing events for 50+ Deloitte senior leaders**, enhancing best practices dissemination and CRM product value communication.
* Utilized Deloitte's EMS Survey tool to assess change impact, business readiness, and engagement**,** **preparing executive summaries and insights using PowerBI.**
* Contributed to developing the controllership sub-function within Deloitte's Future of Work in Finance, **resulting in $8M in sales from Fortune 20 clients.**

**Sidekick Sports Academy** Boston, MA

*Director of Finance & Operations May 2016 – June 2018*

* **Part of the leadership team** that enhanced financial operations, managing a team dedicated to **financial reporting, risk management, vendor relations, and payroll.**
* **Achieved a 400% revenue increase** by developing financial projections and a 3-year business strategy.
* **Reduced customer service response time from 3 days to 6 hours** by optimizing back-office administration through the design of financial operations archive and reporting mechanisms.
* **Improved cash flow by 50%** through new credit and collection procedures, enhancing reporting process efficiency by **decreasing turnaround time from 45 to 21 days.**

**EDUCATION**

**The Fletcher School at Tufts University** Medford, MA

*Master of International Business May 2022*

* Selected Coursework: *Fundamentals of Financial Accounting and Corporate Finance, Innovation Models for Building Inclusive Businesses, Development Economics: Policy Analysis, and Strategic Management.*
* **Teaching Assistant** | Starting New Ventures course (Asheesh Advani) | Fall 2020 & 2022. Helped design curriculum and craft teaching materials.
* **Co-President** |Fletcher Consulting Group (FCG). Developed and expanded FCG into a leading resource for Tufts students by creating its structure, strategy, and website. Initiated "Careers in Consulting" events, drawing 75+ attendees and fostering partnerships with top firms like Deloitte and Guidehouse, leading to on-campus recruitment.
* **2020 Empower Fellowship for Social Entrepreneurship Recipient** |Tufts University Institute for Global Leadership (in entrepreneurial space).
* **Capstone** |Besa Innovation Hub, a business incubator to empower and accompany Albanian entrepreneurs in the development of their startups.

**Harvard Business School**  Cambridge, MA

*Cross-Registered Student (Leading with People Analytics; Managing Global Operations)* *January 2021 – April 2021*

**Worcester State University** Worcester, MA

*Bachelor of Science in Business Administration with concentration in Finance May 2017*

**SKILLS & INTERESTS**

**Language Skills:** Albanian (native), English (fluent), and French (beginner).

**Technical Skills:** Word, Excel, PowerPoint, EMS Survey, Burning & People Glass, Bloomberg Terminal, FactSet, Tableau, R, SQL, Salesforce.

**Interests:** Soccer (A.C. Milan), finding new coffee shops, hiking the Albanian Alps, reading and learning about world history.