

# WILL ARROWSMITH

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## EDUCATION

### University of Exeter

September 2021-June 2025

- Degree: BSc Business Economics with Industrial Experience
- Second year average: **74%** (First Class Honours).
- Awarded schools commendation with programme average in top 90th percentile

### Hardenhuish School

September 2014-July 2021

- A Levels: Mathematics (A), Economics (A\*), Geography (A\*), Extended Project Qualification (A)

## PROFESSIONAL EXPERIENCE

### Cohort Member, Jumpstart

November 2024-Present

- Selected as one of the top ~1% of 3000+ applicants to join Jumpstart's talent cohort.
- Attended 'Start-up Spotlights' and met founders from the UK's most exciting, VC backed start-ups in technology, sustainability and life sciences.

### Data Center & AI Pricing Manager and Business Analyst, Intel

June 2023-July 2024

- Managed deal pricing for data centre customers in the EMEA region, balancing strategic objectives of increasing ASP whilst retaining market share.
- Developed a PowerBI-based pricing tool providing real-time, product-specific insights, enhancing pricing decisions and resulting in 455 hours/year saved within my team. The tool was adopted across my team and rolled out globally to our US counterparts.
- Collaborated with key stakeholders across diverse teams to refine the tool's user experience, using empathy to understand consumer pain points.
- Researched AI Data Centre transformation comprehending content and synthesising into a clear and communicable business report, graded 78%.
- Trained AI pricing algorithms improving AI pricing recommendations from 69% to 84% accuracy within 6 months.
- Gained experience in storytelling and communicating effectively to various audiences, including senior management, delivering clear, concise insights.
- Led Intel's presence at the Festival of Tomorrow, organising 15 virtual sessions to an outreach of 400+ students and managing a team of 9 volunteers.
- Built relationships across teams, supporting projects on the Eviden and Nokia accounts. Gained end-to-end visibility into account operations, evaluating revenue forecasts, and presenting findings in regional optimisation calls.

### Digital Hub Assistant, University of Exeter

August 2024-Present

- Supported Exeter's end-to-end digital transformation, onboarding 18,000 students onto the university's new app, MyExeter, in the first two months.
- Contributed UX design input for the university app, including development of an AI-powered feedback feature to enhance student engagement.
- Conducted user research with 200+ students leveraging both qualitative and quantitative insights to refine app features and optimise the user experience.
- Collaborated with cross-functional teams (software engineering, marketing) to continuously refine product features and messaging in response to student feedback, driving engagement up by 30%.
- Diagnosed and resolved technical issues related to digital tools and infrastructure ensuring minimal disruption to users.

### Food and Beverage Assistant, The Rudloe Arms Hotel

September 2020-June 2021

- Worked closely alongside renowned chef Marco Pierre White to provide a high-quality restaurant service and events for media teams such as SKY
- Took ownership and demonstrated initiative when dealing with customer requests.
- Enhanced ability to multitask/delegate effectively under pressure, often handling many orders at once along with demands from Marco himself.

## ENTREPRENEURSHIP AND INVESTMENT

### Co-Founder & Product Manager, PeerPitch

August 2024-Present

- Conceptualised and designed PeerPitch, a cross-disciplinary collaboration platform connecting students akin to a "dating app" for skills.
- Secured funding, delivering a compelling product pitch to a panel of start-up investors and university senior leadership.
- Collaborated closely with co-founder software engineer to build the MVP, now in beta testing on TestFlight, with 100+ students onboarded.
- Developed leadership style, owning end-to-end execution of the app's features and ensuring a seamless, customer focused user experience.
- Established strategic partnerships with Exeter University's Digital team and leaders of key student societies to accelerate platform growth.
- Spearheaded the onboarding process for early users, optimizing feedback loops to refine and evolve the quality of our product pre-launch.

### Managed Personal E-commerce Store, Depop

March 2020-August 2023

- Experienced buyer and seller of second-hand branded clothing, having made just over £7000 in 3 years investing in undervalued listings.
- Developed an ability to negotiate and an understanding of consumer behaviour, market dynamics, pricing and investment risk.
- Developed product staging skills using peer to peer e-commerce applications such as Depop and Vinted.

### Vice President, With Industrial Experience (WIE) Society, University of Exeter

September 2022-June 2023

- Established the WIE Discord server, creating a forum that connected students on placements in similar locations or sectors.
- Strengthened leadership skills, responsible for running events to connect students with potential employers.
- Considered opportunity cost in collaboration with the treasurer to make budget allocation decisions.

## QUALIFICATIONS

- Bright Network Couch to Coder (5 week coding course)

August 2024-September 2024

- Intel Business Analytics Certification (24-hour long course involving coursework and project)

April 2024

- Intel AI Prompt Engineering Qualification

May 2024

- Microsoft Tools LinkedIn learning (Microsoft Excel, PowerBI, Product Management)

July 2023-August 2024