

YITZY ROSENBERG

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PROFESSIONAL SUMMARY

Insatiably curious self-taught systems engineer. Growth, operations, strategy, and product. Lover of wicked problems. Industry expertise in commercial real estate, startups, venture capital, government policy, infrastructure, innovation, education, civil and environmental engineering. GED to full Ivy scholarship, 2x founder. Community builder, advanced scuba diver, film photographer, pilot, former professional longboarder. Certification: Lean Six Sigma Black Belt, ASEP, EIT.

RECENT HIGHLIGHTS

CTO - COO, Astrid.Today | Jan 2025 - Present

- We're building a symptom tracker for hard to track disorders.

Head of Special Projects - Asset and Product Manager, Woolbright Development | Dec 2024 – Dec 2025

- Developed internal acquisitions product. Underwrote and analyzed 100+ prospective on/off market retail shopping centers and created AI workflows to analyze OM's, research ownership, and generate risk and financial models.
- Redeveloped leasing revenue growth operations. Through which leased fourteen vacancies within the first six months generating an estimated \$14M+ in actualized value and becoming the highest producer of leases.
- Created Throughput Formula, a management and measurement system that guided the development of a CRM and reinvention of multiple revenue generating channels including canvassing, national, and local outreach.
- Managed redevelopment construction, engineering, permitting, and contract of a \$10M+ Publix anchored center.

Director of Operations, Gearsupply | Mar 2023 – Nov 2024

- Developed novel customer acquisition strategies and finance structures that led to a multi-million-dollar investment round during one of the hardest fundraising economies.
- Hired and led a six-person operations team, optimized processes across finance, IT, and client-facing systems, helping grow our startup to \$15M+ in revenue.
- Designed, built, and implemented CRM, inventory, insurance, logistics, customer service, and data systems.

District Resiliency Project Manager, South Florida Water Management District | Nov 2021 – Feb 2023

- Developed a multi-million-dollar private equity investment thesis for a large family office.
- Spearheaded, funded, and ran a multi-million-dollar water innovation program.
- Developed novel water supply models incorporating sea-level rise and climate change for over 10M+ constituents.
- Provided engineering, budgeting, risk, and asset management support for \$100M+ infrastructure projects.
- Managed 20+ person teams of SME's; contributed to regional Water Supply and Resiliency Plans.
- Oversaw budgeting and project management for \$350M+ in infrastructure and planning projects.

Venture Capital Analyst and Kessler Fellow, Chloe Capital | May 2020 – May 2021

- Developed relationships with investors and co-investors; implemented an automated scraping system to source contact information for potential high-impact investors and assisted in raising initial \$50M fund.
- Redesigned and automated processes for applicant tracking, investor outreach, and program logistics.
- Produced reports on portfolio performance, impact assessment, and growth projections; conducted thorough due diligence and industry research reports for prospective investments.
- Managed a four-person fellowship program and led the hiring of two employees; implemented KPI and metric tracking for program participants and published an impact white paper.

TECHNICAL SKILLS

Analysis: Fund, Project, and Investment Finance, Debt Structuring, Investor Analysis, Technical, Financial, and Legal Real Estate Evaluations, DCF, LBO, and MonteCarlo Simulations, Uncertainty, Descriptive, Sensitivity and Risk Analysis,

ANOVA, FMEA, Linear and Dynamic Programming, Multi-Objective Optimization, Civil and Environmental Engineering

Coding Languages: Advanced Excel, Python, Auto Lisp, R, MATLAB, VBA, VBScript, SQL, JavaScript, SysML, C, C++

Software: HubSpot, Salesforce, PowerBI, AutoCAD, ArcGIS, Jira, Trello, AirTable, Odoo, Argus, Procore, Wrike, SAP

EDUCATION

Masters of Systems Engineering, Cornell University | Financial and Business Systems | GPA: 4.0

Bachelors of Environmental Engineering, Cornell University | Entrepreneurship | Cum Laude | Undergraduate GPA: 3.7

COMMUNITY AND LEADERSHIP

Present: President of Cornell Club of Fort Lauderdale and Boca Raton, Aspen Institute Future Climate Leader, Young Professionals in Energy, Young Professionals in Infrastructure Board Member, AWWA Scholar, ACS Scholar

Cornell University: President of INCOSE Student Chapter, Vice-President of Cornell Rotaract Club, Senior Leadership in AguaClara Cornell, Senior Leadership in Engineers Without Borders, Unit Head and Counselor in Camp Kesem, Engagement Intern for Hillel, House Manager for Triphammer Cooperative, Mentor for CU-Empower, Peer Advisor for Environmental Engineering, Ambassador for Civil and Environmental Program, Contributor to Rotary WASH Grant Writing Team, Engaged Leadership Certification, Engineering Leadership Certification