

# Zach Gottlieb

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## EDUCATION

### Stanford University

*Bachelor of Arts in Political Science, minor in Public Policy*

**Stanford, CA**

Class of 2028

- **GPA:** 3.95/ 4.0; **SAT:** 1540

## WORK & LEADERSHIP EXPERIENCE

### Consortium

*Senior Analyst, TMT Team*

**Remote**

June 2025 – Present

- Write published equity research reports on TMT Team of leading student-run finance research group, where I:
  - Built DCF and football field valuation models
  - Conducted macro research using both quantitative and qualitative tools
  - Crafted personalized investment theses
- Promoted to Senior Analyst, involving more in-depth stock analysis and M&A reports after strong performance on two reports (Airbnb, Belling Brands) as a Summer Analyst on Consumer Team

### Talk With Zach

*Founder*

**Los Angeles, CA**

June 2021 – Present

- Founded Gen Z global wellness platform engaging 650k+ in 50 countries to spark crucial conversations that change the culture
- Featured: Today Show, CNN, PBS, NBC News, NPR
- Hosted conversations with influencers & Gen Zers
- Organized & spoke at national events
- Partnered with brands to help them reach Gen Z
- Created a Talk With Zach curriculum to launch campus workshops nationwide
- Website: talkwithzach.org (650k+ engagement)

### National Conferences

*Keynote Speaker*

**Various**

June 2022 – Present

- Invited to speak on Gen Z, media, or mental health at 10+ national conferences + events, including:
  - Aspen Ideas Festival - Aspen, CO
  - Creative Artists Agency - Los Angeles, CA
  - Commonwealth Club - San Francisco, CA
  - Sesame Workshop (later aired on PBS) - New York City, NY
  - National Academies of Sciences, Engineering, and Medicine – Live-streamed

### Live Time (\$500k+ pre-seed funding)

*Summer Intern, Growth, Partnerships, and Product*

**New York City, NY**

June 2025 – August 2025

- Conducted outreach for brand and company sponsorships and secured calls with enterprises like Welch's, Just Ice Tea
- Created and developed new revenue stream that became implemented as a core business driver
- Spearheaded growth with comprehensive creative marketing strategy for in-house media, official ambassadors, and overall branding, and generated 150k+ social media impressions to reach target audience + brands

- Built pricing model to maximize both revenue and affordability that appeals to both mid-size and large brands

### **Crew Dog**

*Head of Partnerships*

**Remote**

May 2024 – May 2025

- Conceptualized and led growth initiatives via creative partnerships with established brands, companies, and influencers to expand Crew Dog's reach
- Authored biweekly "In the Wake" blogs to boost engagement and build community to retain customers
- Advised on company growth and direction, particularly on building out the lifestyle branding to appeal to the target demographic

### **New York Times, National Publications**

*Opinions Columnist, Freelance*

**Remote**

September 2021 – Present

- Publish opinion pieces related to Gen Z to create open dialogue & foster cultural change
- Highlights: The New York Times, The Los Angeles Times, The Atlantic, TIME, The Boston Globe
- Helped The Boston Globe amplify diverse voices by curating first-ever teen opinion issue
- Currently Co-Managing Editor of The Stanford Daily Opinions Section in addition to Columnist

### **Hoover Institution**

*Undergraduate Research Fellow, The Modern Federalist Blog*

**Stanford, CA**

October 2025 – Present

- Selected to competitive Hoover Student Fellowship Program
- Assist Harvard University Professor and Senior Hoover Fellow Paul Peterson to:
  - Gather information for blog posts
  - Review relevant literature
  - Edit longer documents
  - Communicate with guest contributors
  - Design graphics

### **MIT Center for Constructive Communication (CCC)**

*Fellow, Cortico AI*

**Stanford, CA**

March 2025 – Present

- Produce conversations at Stanford using AI tools developed by the MIT CCC
- Perform data analysis to explore how technology can be harnessed to elevate voices on campus that are often unheard
- Presented research proposal to Cortico AI team and MIT CCC staff

## **SKILLS, ACTIVITIES & INTERESTS**

**Interests:** Passionate about the intersections of policy and media strategy; consumer branding and finance; Gen Z mental health and AI.

**Awards:** Diller Foundation Tikkun Olam Awardee (1 of 15 nationwide awarded \$36k grant), Gloria Barron Prize (1 of 25 selected nationwide), National Merit Scholar Finalist, Global Seal of Biliteracy (Spanish), Scholastic Photography and Writing Awardee

**Activities:** Real Estate Accelerator Cohort (IB and PE analyst), The Stanford Daily (Managing Editor of Opinions Section — paid executive position), TAMID Management Consultant, SENSEA Consultant, The Chaparral Satire Magazine Staff Writer