

ALEXANDER ARROYO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Majors in Finance & Entrepreneurship

Philadelphia, PA

2025-Present

Relevant Coursework: Venture Capital and the Finance of Innovation, Entrepreneurial Communication

Awards: Joseph Wharton Fellowship

Clubs: VP Venture Foragers, PE / VC Club, Entrepreneurship Club, Venture Initiation Program UPenn Venture Lab (Founder Track)

THE MENDOZA COLLEGE OF BUSINESS, UNIVERSITY OF NOTRE DAME

Notre Dame, IN

Bachelor of Administration; Majors in Marketing & Political Science

2017-2021

GPA: 3.889 / 4.0, magna cum laude, Dean's List (7/8 semesters)

Awards: The Wesley C. Bender Award for the Senior with The Highest GPA in the Graduating Class of Marketing, The Paul D. Gilbert Award for the senior in the Department of Marketing demonstrating outstanding leadership in departmental, college, and university activities, Member of Alpha Mu Alpha, the National Marketing Honor Society, Member of Pi Sigma Alpha

EXPERIENCE

MCKINSEY & COMPANY

Miami, FL

2022- 2025

• Earned top rating of Distinctive (top 10% of Firm) across each annual evaluation process of full tenure

Selected Client Mandates:

Client: Mass retailer (\$10-50B revenue); *Engagement:* Business build; *Role:* Engagement Manager (EM)

- Selected <2.5 years into tenure to serve as Engagement Manager for high-stakes retail media network build with major Australian client; spearheaded project execution with minimal partner oversight
- Served as primary client point of contact, counseling Head of Strategy, CMO, and CFO on core study, org design, and compensation models; trusted RMN expertise earned mandate to lead multi-month follow-on engagement
- Directed development of ad tech measurement solution for \$100M retail media network; expanded measurement coverage from 30% to 100% of campaigns, driving stronger ROI insights for advertisers
- Led analyst and guided eight-person sales team in launching new RMN sales approach, shifting from selling data to selling media; built financial model quantifying \$12M growth, created GTM target list, developed tools/dashboards, authored pitch decks, and conducted sales training

Client: Entertainment (\$1-10B revenue); *Engagements:* Strategy Sprint, Transformation; *Roles:* Business Analyst, Junior EM

- Developed F&B strategy for theme park portfolio, identifying \$10M+ in untapped revenue through assortment optimization, targeted marketing, dynamic pricing, and distribution improvements
- Returned to theme park client, that I had served as an analyst, in the Junior EM role to execute growth plan, building model that identified \$10–20M EBITDA potential; implemented initiatives including push notification pilot, website redesign, and statistically validated pricing

Client: GM mass retailer (\$10-50B revenue); *Engagements:* Blueprint strategy sprint, Business build; *Role:* Business Analyst

- Co-built financial model for retail media network, projecting eight-figure revenue potential; shaped org design and insights-as-a-service monetization strategy that secured a multi-year client partnership
- Directed launch of Canadian RMN sales team; managed and trained two reps to deliver \$2M revenue in under three months, created first pitch materials, instituted pipeline management, and collaborated with Data Science to embed audience insights

Client: Fashion retailer (\$1-10B revenue); *Engagement:* Internal strategy diligence; *Role:* Business Analyst

- Led financial modeling for internal diligence of a major fashion retailer; assessed European market entry/exit options, identified \$5M+ in savings; presented recommendations to Head of Strategy driving three market exits within six months

Client: Mass retailer (\$50-150B revenue); *Engagements:* M&A strategy, Transformation; *Role:* Business Analyst

- Leveraged deep retail media expertise (Kroger + two prior RMN builds); led M&A strategy for Fortune 100 retailer; developed financial model; quantified \$25M+ in synergies and sourced 50+ acquisition targets
- Built financial model for CEO of Fortune 100 retailer that defined blue-sky strategy and fair-share goal, outlining path to \$1B for its multi-hundred-million-dollar RMN business

84.51 | KROGER PRECISION MARKETING (Kroger's in-house data analytics & advertising group)

Cincinnati, OH

2021-2022

Media Account Associate

- Transformed \$15M+ in digital media requests from PepsiCo, into detailed marketing plans featuring onsite and offsite tactics, redemption budgets, brand insights, and custom audience targeting, resulting in expanded year on year ad budgets
- Owned account relationship between client media coordinators and internal operations team; ensured launch of 50+ campaigns
- Conducted data analysis on Kroger's rich first party data to create proactive media recommendations for PepsiCo; drove \$1M+ in incremental value and multiple positive ROI media campaigns

ADDITIONAL INFORMATION

StoryExchange.io: Founder of AI enabled IP marketplace; led prototype build; currently in beta testing

Internships: U.S. House of Representatives, 84.51 Kroger (Data Analytics Consulting Internship)

Interests: Outdoor adventure (hiking, kayaking, off-roading), classic cinema, and thriller fiction (Chrichton, Burke, Le Carre, Harris)