

# Bespoke Search Group, COO, CRO

## SALES, STRATEGY & OPERATIONS EXECUTIVE

Balancing vision with execution to drive growth and innovation

### EXECUTIVE

Twenty years' experience covering all aspects of B2B software products and companies. Deep expertise in strategy, business operations, sales, and communications with a demonstrable track record of success. Founded 3 companies and had P&L accountability to the board.

### NOTABLE ACHIEVEMENTS

- **Grew recent company from ideation to \$30M in revenue.** Closed the first \$3M personally before building, scaling and training the sales org from the ground up.
- **Maintained 75%+ gross margins** through operational process design, tech stack deployment and supply chain negotiations.
- **Designed recruiting and hiring processes to build international organizations of 120 employees** and built diverse, high-performance, devoted teams.
- **Expanded into 35 international markets** through the design and development of an International Partnerships Program.
- **Built a global client base of Fortune 500 companies, universities, government, non-profits and sports teams**, including Apple, Coca-Cola, Disney, Google, Guggenheim, Lockheed Martin, Princeton, NASA, Volkswagen, and more.
- **Founded a venture capital firm**, raised \$6M. Led all business operations and due diligence into 6 investments (and counting).

### EXPERTISE AREAS

Business Operations  
Sales & Biz Dev  
Product & Corporate Strategy

### FEATURED IN

The New York Times  
BBC News  
Bloomberg Businessweek  
Wall Street Journal  
Business Insider  
CNBC  
Fast Company  
Mashable  
TechCrunch  
The Economist  
Wired

### PROFESSIONAL

## Confidential

Founding Partner  
2023 - Present

Cambridge, MA

X capital invests in diverse teams building applied-AI start-ups coming out of the MIT & Harvard ecosystems. Led all business operations including the due diligence process and tech stack. Raised \$6M and made 6 investments after winning allocation in over-subscribed pre-seed rounds.

## Confidential

Chief Executive Officer & Co-founder

Brooklyn,  
NY

Founded X to disrupt the \$62b experiential marketing industry by creating the category of event activation technology. Developed a portfolio of 5 hardware + software products allowing brands to maximize their marketing ROI by connecting with their audiences in highly competitive live event environments. Established and implemented the strategic direction of the company. Translated strategy into actionable and measurable goals. Communicated strategy and reported results, will full P&L accountability to the Board.

- **Established a growth-oriented business infrastructure and cross-functional, global teams** comprised of sales, engineering, customer success, creative, and marketing. Built processes across all functions.
- **Grew to \$1M revenue within 1 year** by personally owning the full-stack sales process (founder-led sales).
- **Built the sales org from the ground up.** Standardized the sales playbook, developing customer onboarding processes, recruited/hired/trained/managed the sales and customer success teams.
- **Built a diverse and distributed team of 70 wonderful employees** with great retention and strong culture by designing the recruiting, interviewing and onboarding processes.
- **Expanded on-the-ground operations to 35 countries** across 6 continents by designing the operational processes for an International Partnership Program.
- **Grew the company to \$30M** in aggregate realized revenue.
- **Maintained 75%+ gross operating margins** through efficient operational processes, tech stack deployment and supply chain negotiations.
- **Owned all financial budgeting, projections and reporting** with full P&L accountability to the board.
- **Developed a data-driven, in-bound marketing engine** that reliably drove hundreds of qualified leads daily with 100x ROI.
- **Secured a world-class client base**, including Adobe, Absolut, Audi, Disney, IBM, MTV, Nike, NYSE, Red Bull, and Ralph Lauren.

**Confidential**

Launched first-of-its-kind IoT innovation studio. Spearheaded strategic planning and growth strategy to monetize product innovations by developing two divisions: an award-winning digital marketing agency and a product incubator which spun off two new companies. Led all business operations, revenue, and finance functions.

- **Drove digital marketing industry disruption** through invention of experiential products with both hardware and software elements.
- **Earned "Agency of the Year" recognition** from Adweek and Mashable, as well as Cannes Lions, Webby and other awards.
- **Signed Fortune 500 & other large clients** including Google, Forever 21, Major League Baseball, Conan O'Brien and TNT.
- **Grew the company to \$5M revenue**
- **Generated extensive earned media in the mainstream press**, including multiple features in The New York Times, Wall Street Journal, Wired, BBC, CNBC, TechCrunch, The Economist and Wired by designing and operationalizing an internal PR function, and cultivating journalist relationships.
- **Reimagined the agency business model** by creating a lean R&D process, subsidized by clients in exchange for a period of product exclusivity.
- **Commercialized the reinvention of Flip-Discs Display** technology by driving GTM and sales strategy. Secured 1st \$300K sale and 4 other key sales transactions.

**EARLY CAREER****GOLDMAN SACHS** • 2007 - 2010

New York, NY • Software Engineer

- Inaugural member of the LATAM trading desk's tech division and helped to launch our office in Sao Paulo, Brazil.
- Designed and developed risk assessment and trade flow processing systems to support the \$3b FICC business.

**IBM** • 2005 - 2007

Southbury, CT • Software Engineer

- Member of the WebAhead internal incubator, a skunk-works R&D lab of high-performing, fast-moving developers.
- Ideated, designed and developed productivity and collaboration tools which were deployed to millions of users.

**EDUCATION****MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

**Master of Business Administration, Sloan Fellow, 2022**

Cross registered at Harvard Business School

**UNIVERSITY OF CONNECTICUT**

**Master of Science: Computer Science and Engineering, 2005**

Recipient: NASA Connecticut Space Grant – Graduate Fellowship

**Bachelor of Science: Computer Science and Engineering, minor in English Literature, 2003**

**SELECT ADVISORY APPOINTMENTS****Confidential** • 2022 - Present

- Fundraising and negotiation strategy that led to an oversubscribed pre-seed round, on founder-friendly terms and led to a seed round at a 50% markup only 6 months later.
- Business development coaching that led to a paid pilot with likelihood of converting to a \$2mm+ ARR contract

**Confidential** • 2023 - Present

- Operational process coaching and development of an employee "operating system" including company values, goal tracking/reporting and company performance measurement
- Fundraising and pitch coaching in preparation of a \$3mm seed round raise.

**MENTORSHIP & VOLUNTEERING**

**MIT Sandbox Innovation Fund** • Mentor 10 early stage start ups from across the MIT ecosystem.

**MIT Solve** • Mentor entrepreneurs focused on social impact.

- Coach U.S. military members and veterans on careers as entrepreneurs and employees of early-stage ventures.
- Mentor entrepreneurs from MIT's School of Architecture & Planning aiming to improve the quality of life in cities.

**MIT \$100k Competition** • Judge and coach for MIT's flagship entrepreneurship competition.