

## EDUCATION

2016 – 2018	<b>RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS</b> Candidate for Master of Business Administration (MBA) degree, May 2018. <b>Leadership &amp; Organizations:</b> Forte Foundation Fellow, Recipient of Alice Pratt Brown Scholarship, VP of Marketing Club, Retail & CPG Club 1 <sup>st</sup> year officer, Admissions Ambassador, Technology Club <b>Accelerated Learning Project (Capstone) Team Leader:</b> O'Connor's Online – Pursuing a Sales Growth Strategy	HOUSTON, TX
2010 – 2014	<b>THE UNIVERSITY OF HOUSTON, C.T. BAUER COLLEGE OF BUSINESS</b> Bachelor of Business Administration in Marketing and Entrepreneurship, May 2014, <b>Organizations:</b> Wolff Center for Entrepreneurship, Bauer Honors, National Society of Collegiate Scholars <b>Awards:</b> Texas Business Hall of Fame Scholar, UH Tier One Scholar, UH Outstanding First Year Honors Student, UH Bauer Dean's List (Fall 2010-May 2014), 1 <sup>st</sup> and 3 <sup>rd</sup> Place winner at two national business plan competitions <b>Leadership:</b> Leader of Wolff Center Technology Commercialization Team, CFO of Wolffest team	HOUSTON, TX

## EXPERIENCE

2017 - Present	<b>SYSCO CORPORATION</b> <b>Competitive Intelligence, Customer Insights and Market Analytics – SYSCO LABS</b> <ul style="list-style-type: none"><li>• Lead strategic planning, development and launch of new competitive intelligence program at Sysco</li><li>• Design, launch and manage customer insights program (VOCE - Voice of the Customer through the Employee) to analyze market research and competitive data from frontline associates</li><li>• Synthesize insights and present findings to senior leadership team and executives</li><li>• Collaborate cross-functionally across business levels and functions, including both internal and external service providers and partners, to aggregate competitive data and create data-driven recommendations</li><li>• Design surveys (Qualtrics, Survey Monkey), analyze customer insights, and conduct competitive analyses</li></ul>	HOUSTON, TX
2015 – 2016	<b>OWLSPARK – RICE UNIVERSITY STARTUP ACCELERATOR</b> <b>Assistant Managing Director</b> <ul style="list-style-type: none"><li>• Implemented marketing projects, branding initiatives and operational systems for all programs and events</li><li>• Optimized and executed financial budgeting to reduce expenses by 35% over one year</li><li>• Fostered stakeholder strategic development and ongoing client engagement with entrepreneurs, venture capital firms, angel investors, startups, students, key donors, and university administrators</li></ul>	HOUSTON, TX
2014 – 2016	<b>RICE ALLIANCE FOR TECHNOLOGY &amp; ENTREPRENEURSHIP, RICE UNIVERSITY INCUBATOR</b> <b>Program Coordinator</b> <ul style="list-style-type: none"><li>• Created and implemented innovative mobile application for Rice Alliance events to improve attendee engagement by 40%; Analyzed attendees' usage and feedback data to make data-driven marketing decisions</li><li>• Launched new CRM system centralizing over 10,000 organizational contacts; Delivered 25% increase in membership enrollment and event registration</li><li>• Developed and led marketing, planning and execution of four-day Silicon Valley Entrepreneurship Conference</li><li>• Managed 150 volunteers, 500 guests, 130 competitors, and 250 judges at Rice Business Plan Competition</li></ul>	HOUSTON, TX
2014	<b>ARCAFFÉ – LEADING ESPRESSO BAR &amp; BAKERY CHAIN IN ISRAEL</b> <b>Manager, Business Development and Marketing for new mobile application</b> <ul style="list-style-type: none"><li>• Conducted quantitative and qualitative market research, competitive analysis and customer segmentation</li><li>• Created marketing strategies and business plan; Collaborated directly with founder to develop project roadmap</li><li>• Designed and launched mobile application; tested and optimized marketing campaigns; assessed sales data and user feedback data to evaluate customer adoption; analyzed consumer insights to improve user experience</li><li>• Streamlined cross-functional communication between executive team, branch managers, and product design and engineering teams to support data-driven decisions and strategic growth initiatives</li></ul>	TEL AVIV, ISRAEL

## ADDITIONAL INFORMATION

**Career Interests:** Innovation, Strategy, Marketing, Consumer Insights, Brand/Product Management, Technology  
**Languages:** English (Native), Hebrew (Fluent), Spanish (Beginner)  
**Skills:** Proficient in MS Office, Adobe CS, Wordpress, iMovie, Data Analytics, Business Intelligence  
**Activities:** UH Bauer Alumni Association, Jewston, YAD (Jewish Federation of Greater Houston)  
**Hobbies:** International travel, photography, graphic and web design, NBA and Houston Rockets fan