

ALEXANDER SAFTSCHUK

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WORK EXPERIENCE

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- Versiro** – AI for energy trading **Nov 24-Present**
Growth Lead *Remote*
- Building the marketing and growth function as a first hire
 - Developing and executing brand and growth playbooks
 - Conducting customer and competitor research, and developing unique market positioning and brand
 - Identifying the Ideal Customer Profile, narrowing target market to improve word-of-mouth momentum
 - Preparing the company from sales-led to product-led growth
- Pendulum** - supply-chain AI backed by Lowercarbon & Gates Foundation **Sep 22-Nov 24**
Head of Marketing *Remote*
- Built the marketing function as a first hire
 - Recruited and managed a team of 4, as well as selected and led marketing agency work
 - Conducted qualitative and quantitative market research (incl. customer and competitor analysis)
 - Rebranded the company from Macro-Eyes to Pendulum
 - Developed the marketing strategy (brand story, values, product & company positioning, customer personas, etc.)
 - Executed marketing strategy across all channels and campaigns
 - Developed and evolved both, website and demos
 - Reported into CEO, CBO & CPO and assisting on scaling the business
 - Developed scenarios for different business, product and GTM strategies based on collected market research
 - Synchronized marketing strategy with business, product and GTM strategies
 - Helped to identify and drive product-market fit
 - Prepared and presenting recommendations to executive management and board
 - Developed assets and presentations for customers, board and investors
- climateXcapital** - tech-enabled investment bank for climate companies & funds in India, bootstrapped **Jan 22-Jan 23**
Co-founder, CEO & Advisor *Remote*
- Founded a tech-enabled digital investment bank for climate-focused companies to guide them through the various stages in their financing/product journey (from grants to debt to equity)
 - Conducted market analysis and customer research to identify and quantify the business opportunity
 - Developed the go-to-market strategy and created the brand (name, logo, website, marketing strategy, etc.)
 - Build the first prototype of the product with 600+ climate-focused funds and an algorithm that automatically matches the funds with climate-tech companies.
 - Recruited and trained on-ground (Bangalore, India) operational team and then transitioned to an Advisory role
- Forkbeard Technologies** – ultrasonic indoor positioning, acquired by Sonitor, backed by Per Heidenreich **Apr 20-Sep 22**
Head of Analytics & Marketing *Oslo, NO*
- Lead the business development for Forkbeard’s analytics product (indoor positioning and proximity insights)
 - Conducted customer research, identified value propositions, and presented to executive management and the board
 - Developed analytics products by prototyping in python, R and Tableau
 - Lead the go-to-market and marketing efforts
 - Worked directly with CEO on strategy and sales
 - Developed low-cost go-to-market strategy through partner networks
 - Developed best practices and principles for business development and strategy
 - Developed sales and strategy presentations for customers, board, investors and press
 - Developed and executed marketing content on the company’s website, LinkedIn and Medium channels
 - Established Forkbeard as thought-leader within its industry through the creation of educational content
 - Worked with agencies to develop Forkbeard’s brand strategy, website and GTM
- Fjorden** – consumer photography hardware, founded and backed by Mendeley founder Victor Henning **Jun 21-Aug 21**
Consultant, Marketing, GTM & Operations
- Developed, structured, and managed marketing and Go-to-Market strategy for the Kickstarter Campaign in collaboration with CTO and designer, resulting in +500k USD in funding (exceeding funding goal by 2100%)
 - Developed operational models and forecasts for the procurement of parts and shipments to customers
- Telenor Group** **Oct 18-Apr 20**
Data Scientist, Growth Strategy & Customer Analytics *Oslo, NO*
- Research lead on product and growth strategy for telecom across 9 different countries
 - Identified product and revenue growth strategies and executed in collaboration with business units
 - Prepared presentations with scenarios and recommendations to global executive management and board

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- Project lead for the development of Telenor's first Attribution solution to assign sales to marketing touchpoints
 - Managed a cross-functional team of 7 people (data engineers, data scientists and business ops specialists)
 - Conducted research on marketing attribution and led discussions with vendors
 - Programmed attribution models in R using heuristic techniques, logistic regression and Markov Chains
 - Generated actionable insights through visualising relationships between customer touchpoints and sales in R
 - Continuously presented updates to Group's management and Telenor Norway's management & CMO
- Project support for the development of a customer acquisition solution of non-Telenor customers
 - Built customer segments with k-means clustering algorithms by joining own and third-party data
 - Compared regression, tree & XGBoost algorithms for performance in predicting potential acquisitions offers

Bloomberg L.P.

Analyst, Financial Products

Sep 16-Feb 17

London, UK

- Promoted to Deputy Team Leader of the 11 person German team after 3 months
 - Guided team projects, structured team meetings and managed team operations and performance
 - Used statistical analysis to identify performance-drivers and develop operational improvement initiatives
 - Used improvement initiatives to increase team performance by 16% per hour
- Gained in-depth training on the Bloomberg Terminal and managed customer lifecycles
 - Assisted clients with financial analysis, presented new products and converted customers to premium licenses

EDUCATION

London School of Economics & Political Sciences

MSc Operations Research & Analytics

Sep 17-Jul 18

London, UK

- **GPA:** Merit (Distinction MSc Thesis: Comparing Machine Learning Algorithms for the Prediction of Corporate Mergers)
- **Modules:** OR Modelling, Data Analysis & Statistical Methods, Algorithms for Data Mining, Combinatorial Optimisation

University of Queensland (UQ)

Undergraduate Exchange Student (Finance Major)

Feb 16-Jun 16

Brisbane, AU

- **GPA:** 6.3/7
- **Modules:** Financial Mathematics, International Financial Management, Investment Method of Valuation

Maastricht University School of Business and Economics (SBE)

BSc International Business (Finance major)

Sep 13-Jun 16

Maastricht, NL

- **GPA:** 8.5/10 (cum laude; top 5%; Beta Gamma Sigma society member)
- **Modules:** Financial Mathematics, Investment Analysis & Portfolio Management, Real Estate Investment

EXTRACURRICULAR ACTIVITIES, SKILLS & Interests

Climate Base - climate course & community

Fellow

Oct 15-Present

Remote

- Learning about climate challenges and solutions across all industry verticals
- Teaching the fundamentals of marketing, strategy & GTM to potential startup founders

SBE Sigma Investments - €20,000+ student investment fund

Vice President & Member of the Board of Advisors

Sep 13-Jun 16

Maastricht, NL

- Led PR activities, due-diligence and idea generation resulting in 10.5% CAGR

StudyDrive - study material sharing, acquired by StepStone

Campus Ambassador

Sep 13-Jun 16

Maastricht, NL

- Established the start-up at its first and prime university, increasing user base from 0 to 1,000+

Languages: German (native), English (native), French (basic)

IT-skills: MS Office; Slack; R; Python; Tableau

Interests: Reading, investing (11+ years), surfing (7+ years, 5 countries, 20 surf trips), novice short film maker (5+ years, 18 short films); ski touring (4 years, 6 trips)