

Pablo Cruz

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PROFESSIONAL EXPERIENCE

VIENTO.VENTURES

Oct 2023 – Mar 2024

Venture Consultant | Head of Product Management (Platform)

Remote

- Designed and implemented a platform strategy that supports portfolio companies across all stages of growth and fundraising
- Established a robust and engaged community of founders, early operators, board members, and trusted advisors to ~150 companies, 11 IPOs, and 47 acquisitions
- Led the design and execution of the platform ecosystem to be a cohesive and integrated tech stack (branding, project management, task tracking, fund operations, investment pipeline, fundraising pipeline, portfolio management, community activation, marketing and event management, etc.), increasing portfolio company engagement by 40%
- Forged strategic partnerships for B/D, personally helping 3 founders successfully fundraise later stages with improved economics
- Cultivated a mentorship program with portfolio companies, significantly bolstering venture operations for 15+ startups
- Led diversity efforts, achieving a 75% minority firm and 60%+ portfolio representation from underrepresented founders
- Collaborated with investment team leadership to establish due diligence frameworks and documents that are collaborative in nature and leverage the collective intellectual and experiential knowledge of the community
- Formulated the investment evaluation criteria to account for healthy unit economics, operational and capital efficiency, and behavioral science dynamics, providing validation data on positions and more effective risk management

CAP TABLE COALITION

May 2022 – Present

Investment Committee Board Member & Investor

Remote

- Responsible for sourcing and sponsoring which deals in pipeline get syndicated to the 1,200 accredited investors in network
- Hosted webinars, conducted due diligence, negotiated deals with founders and VC partners to deploy \$30M within 2 years
- Established focus on verticals with expertise and experience: Fintech, Transportation (Logistics), Energy
- Invested in 19 companies, ranging from pre-seed to Series E, and experienced 1 successful exit
- Led scaling efforts for the network of accredited investors of diverse and underrepresented backgrounds to increase by 55% within one year

ALUMNI VENTURES

Jan 2023 – Dec 2023

Venture Fellow

Chicago, IL

- Served as a venture scout – sourcing, qualifying, conducting preliminary analysis, and building out an investment hypothesis case for the investment team leadership to review and consider, focus areas were Fintech, Transportation, Logistics, and Energy
- Supported two investment teams: 116th Street Ventures (Columbia University) and Waterman Ventures (Brown University)
- Presented industry trends, opportunities, and curated a thesis around Fintech Infrastructure
- Supported GPs with investment memos for direct investments and syndicated deals
- Shared and incorporated my investment perspective factoring outcome-led behavioral science and hypothesis-driven product development as additional considerations for investment

FROG - Venture Studio | Part of Caggemini Invent

Apr 2021 – May 2023

Lead Senior Product Manager

San Francisco, CA

- **Baker Hughes** | Production Solutions Digital Platform
 - Launched a platform for B2B enterprise customers to view their energy fields, pumps, and corresponding devices and paired it with Ai to increase the efficiency of their energy production ecosystem
 - Led pre-sprint backlog scaffold and epic/feature PI planning for a design/development teams of 90 across North America and Asia
- **Department of Veterans Affairs** | VA Platform SSO Strategy and Concepting
- **Hewlett Packard (HP)** | Ideation to GTM for new E-Commerce platform
 - Successfully launched custom E-Commerce website in 10 months (from initial concept) generating \$2.5M in the first month
 - Led hypothesis testing iterations with Dev/Design resulting in 69% increase in conversation rates in two months
- **Arvest Bank** | Digital Retail e-Bank Strategy

BRANDS OF AMERICAS

May 2020 – June 2021

Head of Product Management & Strategic Advisor

San Francisco, CA

- Founded the Product Management organization for the company (outsourced dev/design team of 5 from Argentina)
- Built roadmap and 5-year strategy plan with Co-Founders to help successfully fundraise \$2M in Series A
- Expanded business to three new sources of revenue for B2B customers - generating +72% of revenue for year 2020

VECTOR, INC.

Nov 2019 - Apr 2020

Director - Enterprise Partnerships

San Francisco, CA

- Led expansion of product strategy to new vertical (i.e. Landscaping) - doubling average account contribution margin
- Led the development of Unit Economics + ROI Model resulting in the team closing \$400k in 3 months

BOOSTER FUELS, INC.

Dec 2017 - Oct 2019

Senior B/D Manager (Served as Outbound Product Manager)

San Francisco, CA

- Developed and implemented strategy to increase fleet sales from \$500k to \$24M in 2 years, growing team 250%
- Closed the first Enterprise account (AT&T) for B2B business and built partnership to scale nationally (projected \$45M ARR)
- Founded the Enterprise and Account Management divisions - increased client retention from 91% to 96% in one year

JULO EXCHANGE, INC (START-UP)

Apr 2016 - Feb 2019

Co-Founder & Product Manager

San Francisco, CA

- Led a team to design and implement a multi-sided marketplace connecting buyers and sellers for secondary capital assets which integrated the firm's exchange, private treaty, auction, and donation platforms and grew it to +16,000 industry contacts

OTHER EXPERIENCE

MORGAN STANLEY

June 2013 – Mar 2016

Global Investment Management

- Acquired and managed ~\$125 million (USD) in assets from retail and institutional clients located in the US and abroad (within 2 years)
- Supported the charter of the firm's new international advisory asset management group – part of the original 3 production team members
- Managed existing relationships and sourced new lines of business – grew transactional and recurring revenue by 212% (CAGR)
- Was a Top 5 Monthly New Revenue Producer 65% of my tenure – 110 other producers within division (nationally)

CAPITAL ASSET EXCHANGE AND TRADING (CAET)

Sept 2012 – Apr 2013

Capital Asset Trader (Associate) – SEG - International Sales & Trading

VANGUARD GROUP, INC.

Aug 2011 – Sept 2012

Financial Analyst – Strategy & Finance

EDUCATION

UNIVERSITY OF NOTRE DAME

Bachelor of Business Administration (Major: IT Management)

Aug 2005 – May 2009

Notre Dame, IN

HOFSTRA UNIVERSITY (FRANK G. ZARB SCHOOL OF BUSINESS)

Master of Business Administration (Finance)

Sept 2009 – May 2011

Hempstead, NY

CORRELATION ONE - Data Science For All (DS4A) | Fellowship Program

The DS4A program features the premier data analytics and Ai training in the world

Graduating with Honors & Distinction | Thesis submission won 1st place (out of a cohort of 500 worldwide)

Oct 2020 – Feb 2021

UC BERKELEY (VC UNIVERSITY) - NVCA, and Venture Forward

Venture Finance Certificate (Executive Education)

Aug 2023 – Dec 2023

VOLUNTEERING

TECHSTARS

Mentor: Venture building, product management, growth strategy

Aug 2023 – Present

Remote

NOTRE DAME TECH FORUM

President and Pitch Demo Day Host

Jan 2018 – Present

Remote