

Alejandro D. Paschalides – MBA

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SUMMARY

Innovative executive with 15 years' experience in technology, SaaS, media, telecommunications, startups, consulting, and private equity. Degrees from top-tier universities in the United States and Europe. Areas of expertise include:

- Strategic Business Planning
- Team Leadership
- GTM Strategy
- Financial Modeling
- Product Development
- Data Analytics
- Pricing & Monetization
- Financial Planning & Analysis
- iOS Programming

PROFESSIONAL EXPERIENCE

Consultant & Founder, Plum and Abacus | Boca Raton, FL (Remote) *Dec 2024 – Present*

- Founded a consulting company focused on my finance, strategy, operations, product, and pricing expertise
- Orchestrated a pricing strategy overhaul for a sharing economy startup with tens of millions in revenue

Deputy Chief Financial Officer, Cocomore | Frankfurt, Germany (Remote) *Jan 2023 – Dec 2024*

- Digital agency with 150 employees serving the tech needs of multinational firms, e.g. Samsung, Nestlé
- Managed and oversaw a team of four finance, accounting, and business intelligence professionals
- Led FP&A activities, which included preparation of monthly reporting (both historical and forecast)
- Created new automated forecast process, leading to greatly improved accuracy at a tenth of the prep time
- Overhauled internal processes and created Tableau dashboards to allow better strategic decisions
- Instituted cost-saving measures that helped maintain profitability despite a reduction in y-o-y revenue

Founder & CEO, Cognate Language Learning | Boca Raton, FL (Remote) *Mar 2022 – Present*

- AI-powered, hyper-personalized language learning platform for intermediate and advanced learners
- Conceived of the product concept, developed the business plan, and built the product together with the CTO
- Winner of the EY Startup Academy 2022, placing first out of 90 participating startups and 8 finalists

Roles at Comcast in the 7 Years Prior to MBA, Comcast | Philadelphia, PA *Jul 2013 – Nov 2020*

Senior Director, Monetization Strategy, Comcast | Philadelphia, PA *Mar 2019 – Nov 2020*

- Played instrumental role in development of next-generation pricing and bundling strategy; driving a 20% increase in customer satisfaction while improving key fundamentals like revenue per sub, margin, and tenure
- Implemented best-in-class analytics and new operational models to optimize customer retention strategy, thereby improving unit economics, market share, and churn rates
- Developed customer lifecycle model to optimize promotional and retail pricing

Director, Product Planning, Comcast | Philadelphia, PA *Mar 2015 – Feb 2019*

- Built financial model for premium packaging overhaul, supporting content acquisition in HBO deal renewal; resulting in \$1B+ in savings over five years
- Developed business case for video equipment migration; increasing annual revenues by over \$100M
- Analyzed streaming and pay-per-view competitive landscape to assist video product team with strategy, including conjoint analysis for determining optimal packaging for new services like Netflix

- Launched new Hispanic packages nationwide to mirror new general market packaging launched in 2016; allowing for continued robust subscriber growth in this segment of over 10% y-o-y
- Implemented price standardization of lowest-price video tier, streamlining SKUs by 70%
- Used Tableau and SQL to gather data from large internal databases to assess opportunities for growth

President, *Manayunk Consulting (Consultant to Comcast)* | Philadelphia, PA Jul 2013 – Mar 2015

- Boutique management consulting firm focused on telecommunications industry; primary client was Comcast
- Grew practice to annualized revenue run-rate of over \$1M by managing a team of 6 consultants
- Priced services at below market rates but controlled costs to maintain a healthy net income margin over 20%
- Created ROI models for prioritization of new product features, driving \$200M in additional NPV
- Modeled the complete business plan for a new cloud-based video add-on service, 'Premium DVR'
- Developed a price-elasticity-based revenue optimization model to better monetize speed upgrade strategy

Co-Founder, *PARRS Brands (B2C Retail/E-Commerce)* | Philadelphia, PA Mar 2012 – Dec 2014

- Starting with an initial investment of \$50K, grew PARRS Brands to over \$2M in revenue in a span of 18 months
- Developed the firm's entire accounting, operations, and logistics systems, including e-commerce technology

Founding Principal, *Carina Capital (Small Hedge Fund)* | Philadelphia, PA Oct 2009 – Dec 2012

- Utilized various proprietary Excel models for data mining, investment analysis, and risk management

Financial Analyst, *Pharos Capital Group (Midsize VC/PE Firm)* | Nashville, TN Jun 2008 – Oct 2009

- Sourced, analyzed, and performed due diligence on several mergers and acquisitions, totaling \$45M
- Assisted portfolio company chief financial officers with forecast-related financial planning and analysis needs

Summer Financial Analyst, *GPX Enterprises (Small VC Firm)* | Philadelphia, PA May 2007 – Aug 2007

- Analyzed two acquisitions totaling \$15M, and worked with legal counsel to create term sheets

Summer Business Analyst, *3M* | Miami, FL Jun 2006 – Aug 2006

- Created new VBA model for use by business development representatives to gauge export efficiency

EDUCATION

Frankfurt School of Finance & Management | Frankfurt, Germany 2021 – 2022

Master of Business Administration, top 10% of the class

- GRE: 326; Math 163, Verbal 163, Writing 5.0

The Wharton School ~ University of Pennsylvania | Philadelphia, USA 2004 – 2008

Bachelor of Science in Economics, *magna cum laude*; Finance and Real Estate Concentrations

- SAT: 1490; Math 780, Verbal 710

OTHER

Citizenship: United States of America

Programming Languages & Frameworks: Swift, SwiftUI, Python, Django, SQL, VBA, HTML, CSS

Languages: Fluent in English, Spanish, and German; intermediate Italian; beginner Russian

Business Software: MS Office (Excel expert), Tableau, QuickBooks, NetSuite, Cube, Jedox, Bloomberg

Product & Marketing Software: ClickUp, Monday.com, Jira, HubSpot, Salesforce, Framer, Photoshop

Interests: Programming, Artificial Intelligence, Technology, Finance, Marketing, Media, Analytics, Entrepreneurship

Hobbies: Language Learning, Photography, Astronomy, Skiing, Reading, Guitar