

Alejandro D. Paschalides – MBA & Senior Executive

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SUMMARY

Finance and business strategy professional with 15 years' experience in technology, SaaS, media, telecommunications, manufacturing, consulting, and private equity. Stints in Fortune 500, mid-size, and startups. Wharton Undergraduate, Frankfurt School MBA. Areas of expertise include:

- Strategic Business Planning
- Executive Leadership
- Mergers & Acquisitions
- Financial Modeling
- Product Strategy
- Data Analytics
- Pricing & Monetization
- Financial Planning & Analysis
- GAAP Accounting

PROFESSIONAL EXPERIENCE

Founder & Consultant, *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 AG* | Frankfurt am Main, Germany (Remote) Jan 2023 – Present

- Digital agency with 150 employees serving the tech and creative needs of multinational firms, e.g. Samsung, Nestlé
- Manage and oversee a team of four finance, accounting, and business intelligence professionals
- Lead FP&A activities, which includes preparation of monthly reporting (both historical and forecast)
- Created brand new automated forecast process, leading to greatly improved accuracy at a tenth of the prep time
- Overhauled BI practices and created Tableau dashboards to allow client leads to make better strategic decisions
- Improved various other internal processes, especially those related to ERP, controlling, and investments
- Instituted numerous 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

Several 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 packaging strategy – drove 20% increase in customer satisfaction while also improving key fundamentals such as revenue per sub, margin, and tenure
- Implemented best-in-class analytical approaches and created new finance and operational models to optimize customer retention management strategy, thereby improving unit economics, market share, and churn rates
- Developed customer lifecycle financial model to optimize promotional and retail pricing

Director, Financial Planning & Analysis for Product, *Comcast* | Philadelphia, PA Mar 2015 – Feb 2019

- Created financial model for premium packaging overhaul to guide content acquisition on their negotiations for the renewal of HBO deal – new premium packaging strategy drove over \$1B in savings over five-year deal term
- Developed business case for video set-top box equipment migration; increasing annual revenues by over \$100M
- Analyzed streaming and pay-per-view competitive landscape to assist Video Entertainment Services 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
- Worked with divisions to implement 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 key projects in the data, voice, and video business units, driving \$200M in additional NPV
- Modeled the complete business plan for a new cloud-based video add-on service, 'Premium DVR'
- Ran speed tier integration analysis for proposed TWC merger, especially with regard to lower speed tiers
- Developed a price-elasticity-based revenue optimization model to better monetize speed upgrade strategy

Co-Founder, PARRS Brands | 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, manufacturing, and logistics systems, including e-commerce technology

Founding Investing Principal, Carina Capital | Philadelphia, PA Oct 2009 – Dec 2012

- Managed a small hedge fund with \$2M AUM focused on the energy industry and long-term macro trends
- Utilized various proprietary Excel models for data mining, investment analysis, and risk management

Financial Analyst, Pharos Capital Group | Nashville, TN Jun 2008 – Oct 2009

- Middle-market private equity investments across a variety of sectors, but primarily in business services
- 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 | Philadelphia, PA May 2007 – Aug 2007

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

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

- Created new VBA model for use by business development representatives to gauge imports/exports efficiency

EDUCATION

Frankfurt School of Finance & Management | Frankfurt am Main, 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

Finance, ERP, CRM Software: QuickBooks, NetSuite, Jedox, Cube, HubSpot, Salesforce, Bloomberg

Other Software Skills: MS Office (expert-level Excel), Tableau, Framer, Photoshop, Jira

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

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

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

Hobbies: Language Learning, Photography, Astronomy, Skiing, Travel, Reading, Guitar, Chess, Golf