

TAMERA SZIJARTO

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EDUCATION

University of Pittsburgh - Joseph M. Katz Graduate School of Business, Pittsburgh, PA April 2014

Master of Business Administration Dual Concentration: Strategy & Investment Finance, Dean's List

Lyceum of the Philippines University, Manila, Philippines October 2006

B.S. Computer Engineering, Meritorious Achievement Award received in March 2005, Dean's List

WORK EXPERIENCE

Start-up Business Consultant & Strategist, Remote April 2018 – Present

- Director of Investments & Portfolio Management/Entrepreneur in Residence for multiple accelerator programs consulting on strategy for companies in the organizations' portfolio. Specializes in commercialization strategies for scalable and non-scalable businesses in B2C and B2B in various industries including software, energy, fintech, hardware, advising on functional skill sets around marketing, operations, financial modeling, team structure, hiring and fundraising. See speaking engagements section.
- Informs curriculum for the accelerator/incubator parent organization. Creates and maintains data on portfolio progress, funding, impact metrics, financial metrics of companies supported. Continuously advises and introduces founders to opportunities

TD Bank N.A., Marketing Data Analytics Business Insights VP, Mt. Laurel, NJ July 2017 - November 2017

- Targeted customers and created financial cases for all acquisitions, onboarding, promotion, and customer engagement campaigns for Wealth, Brokerage, Commercial and Checking lines of businesses

TD Bank N.A., Product Information Data Analyst III, US Bank Card, Mt. Laurel, NJ May 2016 – July 2017

- Presented monthly business and rewards metrics through structured analytics; guided data logic flow to increase productivity. Created product NPV P&L, business cases, ad-hoc financial and data analysis requests to inform business strategy
- Launched mobile optimized credit card rewards site utilizing vendor's agile methodology in a matrix environment with compliance, product managers, retail, call center, digital, operations, finance, within 4 months of project initiation
- Credit card acquisitions working closely with marketing, risk and operations to balance unit and profitability goals

PNC Financial Services Group, Strategic Initiatives Consultant and Project Manager, AVP Pittsburgh, PA June 2014 – February 2016

- Manages multiple projects with various lines of businesses within retail banking. Created a retail target operating model with the objective of reducing turnover, maximizing employee skills, increasing revenue and optimizing costs through right-channeling

Honeywell Performance Materials & Technology, Business Strategy Intern, Morristown, NJ Summer 2013

- Researched new opportunity for mature chemistry utilizing of Voice of Customer for product development with market sizing

Pantherlab Works (Small Business Dev't Center), MBA Consultant for Start-ups, Univ. of Pittsburgh, PA March 2013 – April 2014

- Creates commercialization plans and strategies for start-up businesses in different stages and industries to guide entrepreneurs

Tamera Online Cosmetics Distribution, Founder March 2009 – February 2016

- Founded first cosmetics web-store in the Philippines; streamlined processes through technology reducing overhead by 50%. Improved inventory levels, cash flow, operations and oversees marketing, growth efforts and public relations
- Utilized SEO tactics and surpassed Google AdWords by at least 300% on sales conversion

Stocks & Forex Trader/Analyst, Philippines October 2005 – November 2007

- Analyzed accounting ratios, historical performance and future outlook garnering a winning investment in AU at \$600+/oz in 2006.
- Recommended purchase of Forex currency pairs which were evaluated using indicators, resulting in over 100% increase USDJPY Forex account equity in 4 months. Created profitable arbitrage system earning daily swaps, eliminating 90% of volatility

LECTURE, SPEAKING & COACHING ENGAGEMENTS

- Financial Modeling Lecture and Model for 2 cohorts of 10+ companies, *Bridgeway Capital* October 28, 2020 - Current
- Identifying Growth Opportunities Instruction and Practice Materials, *Bridgeway Capital* October 21, 2020 - Current
- Coach for 3 cohorts of 6-10 companies, *Ascender Startup Incubator* April 2018 - Current
- Pivoting a Business In Times of Crisis, *Carnegie Mellon University* July 9, 2020
- Business Scenario Planning, *Ascender Startup Incubator* July 7, 2020
- Managing Business Finances During Crisis, *Bridgeway Capital* April 24, 2020

ADDITIONAL INFORMATION

Software Skills: Excel Advanced Certification, MS Office Suite, Data Analytics, Google Analytics & other SEO/SEM analytics software

Languages: English, Filipino (Tagalog)