

NICOLE BIRKNER

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nbirkner@stanford.edu

EDUCATION

Stanford University

Bachelor of Science in Symbolic Systems, Minor in Data Science
Master of Science in Management Science and Engineering

Palo Alto, CA

Expected June 2020

Expected June 2021

- Cumulative GPA: **3.96/4.00**; Java, C++, Python, Excel and R
- Relevant coursework: Computer Science, Linguistics, Mathematics, Philosophy, Psychology, Statistics and Data Science
- Honors thesis: "The Role of Cultural Variance in Language Intention" with Dr. Christopher Potts
- 2019 Mayfield Fellow: Selected as one of 12 students for a nine month work-study fellowship program for leadership in technology

Lincoln High School

International Baccalaureate Diploma

San José, Costa Rica

Aug. 2012 – May 2017

- Valedictorian, GPA: **4.64/4.00**; Honor Roll and Principal List Awards (7th-12th grade); E2@MIT Engineering Summer Program

WORK EXPERIENCE

McKinsey & Company

Summer Business Analyst

San Francisco, CA

June 2019 – Aug. 2019

- Worked for a healthcare provider with a primary focus in operational transformation and workforce management
- Facilitated a workforce improvement implementation by reducing premium and penalty pay, and improving productivity

Citi Ventures

Business Analyst

San Francisco, CA

Oct. 2018 – Jan. 2020

- Partnered with the Venture Studio team to work on multi-party solutions that drive economic vitality for people, businesses and cities
- Developed market landscapes and managed point-of-view related research on smart cities and related technology trends

Laura Arrillaga-Andreessen Foundation

Spring Intern

Menlo Park, CA

Mar. 2019 – Jun. 2019

- Created a comprehensive ecosystem map and market analysis of women's leadership development-related offerings at Stanford
- Implemented a course marketing strategy for GSBGEN381, Laura Arrillaga's philanthropy course at Stanford's Grad. School of Business

GGV Capital

Part-Time Intern

San Francisco, CA

Dec. 2018 – Jun. 2019

- Designed a newsletter for the GGV Founders & Leaders Program (e.g., distributed teams, enterprise sales, onboarding, etc.)
- Interviewed portfolio companies and added their insights to the Founders & Leaders blog and newsletter

Research, Management Science & Engineering Department

Research Assistant for Dr. Pam Hinds

Palo Alto, CA

Sept. 2017 – Sept. 2018

Blending the Virtual & the Physical: Understanding and Designing Crowd-Based Open Innovation Systems for Physical Products

- Identified as significant contributor to NSF-supported project
- Selected to organize feedback entries by coding the data from Local Motors Innovation Lab Projects

What Happened to My Office? The Role of Place Identity at Work

- Selected to examine field notes from the Shanghai Success Factors location and write a Literature Review about open office spaces

Fresquitos

Founder

San José, Costa Rica

Jan. 2015 – Dec. 2018

- Launched natural, healthy soda start-up and placed product in 70+ retail sales outlets (including major supermarket chains) in Costa Rica
- Invited to empower 200,000+ TV viewers and 5,000+ live viewers in [TEDx Pura Vida](#); Topic: "It's never too early to be an entrepreneur"

LEADERSHIP AND COMMUNITY INVOLVEMENT

Management Leadership for Tomorrow (MLT)

Career Prep Program Fellow

Washington, DC

April 2019 – Present

- Selected as one of 410 for an 18-month professional development program for high-achieving diverse talent
- Completed business case studies and intensive assignments to hone analytical, quantitative and communication skills

Stanford Women in Business

VP of Business Education

Palo Alto, CA

Jun. 2019 – Present

- Planned internal skill building workshops in collaboration with professors, student groups, and outside speakers
- Coordinated fireside chats and company panels throughout the academic year

Director of Internships

Jun. 2018 – Jun. 2019

- Organized alumni outreach and coordinated internship opportunities for Stanford women with companies across the United States

Community Initiatives Intern

Sept. 2017 – Jun. 2018

- Executed initiatives to engage SWIB in long-term planning, alumni relations, member development, and strategic partnerships

Cardinal Ventures

Vice-President

Palo Alto, CA

Sept. 2017 – Jun. 2019

- Facilitated community building for the 10-week accelerator program for Stanford student startups through branding, marketing, event planning and recruiting services, while connecting founders to the Silicon Valley ecosystem
- Initiated a weekly newsletter, an alumni/angel investors database, and an alumni/cohort blog for the Cardinal Ventures ecosystem

INTERESTS & AWARDS

Interests: Digital divide, computers + minds, algorithms and math models and Carl Sagan's COSMOS

Pre-Internship Programs: McKinsey & Company's Freshmen Diversity Leadership Academy, Bain & Company's Building Entrepreneurial

Leaders (BEL) Program, Bank of America's Ignite with Tech Program, Google's Online Summer Bootcamp and DE Shaw's Latitude Fellowship

SEE MY WORK AT
RACHELCFONG.COM

CONTACT

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EDUCATION

Stanford University
Computer Science and Product Design
2017 - Present

Mayfield Fellow 2020 @ Stanford Technology Ventures Program (STVP)
One of 12 selected for a 9-month leadership program in technology entrepreneurship.

Pear VC Garage Cohort Member
Entrepreneurship program by Pear VC.

SKILLS

Design
User interviewing, wireframing, UI/UX, rapid prototyping, ethnographic research, persona building, Figma, Sketch, Illustrator, Photoshop

Programming
Basic Java, C++, React Native, C

Business Development
Social media marketing, growth strategy, market research

AWARDS

Mochi Magazine "25 Under 25 Game Changers" | 2018
Named one of Mochi Magazine's 25 under 25 game changers under "Digital Media."

Senior Trophies for Computer Science + Mandarin | 2016
Each trophy is awarded to 1 student in the graduating class.

rachel fong

EXPERIENCE

MARKETING ASSOCIATE AT BASE FOOD

NOV 2019 - PRESENT

- Conducting user interviews and market research for product launch strategy.
- Social media strategy for Base Food product line.

DESIGN RESEARCHER AT STANFORD FOOD DESIGN LAB

MAY 2019 - PRESENT

- Conducting user interviews to understand pain points and successes in new product development for food startups.
- Designing a more effective product development cycle that factors in feedback from all stakeholders, including investors, consumers, and distributors.

AUTHOR OF "KAWAII SWEET WORLD: 75 RECIPES FOR BAKING THAT'S (ALMOST) TOO CUTE TO EAT"

JULY 2019 | RANDOM HOUSE

- Wrote and published the "Kawaii Sweet World" cookbook with Random House. Available nationwide wherever books are sold.
- Developed and executed marketing plan for the book.
- Served as art director and food stylist for the cookbook photoshoot.
- Developed 100+ original recipes.
- Selected as one of Amazon's "Best Books of the Month" in July.

FOUNDER, PRODUCER, AND HOST AT KAWAII SWEET WORLD

DEC 2010 - PRESENT

- Produced and marketed 300+ baking tutorial videos for YouTube channel, Kawaii Sweet World, which currently has 2 million+ followers across social media and over 147,000,000 cumulative views.
- Launched brand sponsorships with Google, Mattel, Disney, Pottery Barn, IGN, Sanrio, Sugarfina, Tastemade, and more.
- Featured on the TODAY show, *The Washington Post*, *Seventeen magazine*, *Girls' Life*, *Teen Boss*, *Stanford magazine*, and more.
- Speaker on social media strategy at the Stanford Young Women's Leadership Summit, LA Cookie Convention, She's the First Retreat, and Camp Reel Stories.
- Designed 100+ stickers in Adobe Illustrator for 1200 orders+ of Kawaii Sweet World merchandise.

#BAKEACHANGE AMBASSADOR FOR SHE'S THE FIRST

OCT 2016 - PRESENT

- First ambassador for the #BakeAChange campaign by She's the First, a non-profit that funds girls' education in low-income countries.
- Developed social media marketing strategy for campaign.

Constanza B. Hasselmann

cbh21@stanford.edu | +1 (703) 340 9036 | D.C., SF, and Rio de Janeiro

EDUCATION

Stanford University, Stanford, CA, *Class of 2021*

- Major: Data Science, Markets and Management within Sociology. Minor: Human Rights.
- Honors student with the Center for Democracy, Development and the Rule of Law.
- Mayfield Fellow: One of 12 students selected for a nine-month principled tech entrepreneurship program.

- Relevant coursework: Received an “H” in Prof. Steve Davis’s “Taking Social Innovation to Scale” course, a grade reserved for the highest-performing 10% of the Graduate School of Business (GSB) course; created a theory of change for Prof. Laura Arrillaga-Andresen’s Philanthropy course; statistics and linear algebra gateway courses.

WORK EXPERIENCE

Business Development Intern, Humanitas360 Institute (H360), São Paulo, Brazil, *Summer 2019*

- Created an entrepreneurship curriculum for prisoners in São Paulo and presented the content to state government officials and the prison director; provided legal assistance to inmates alongside team lawyer
- Wrote speeches for philanthropist and H360 President Patricia Villela Marino

Branding Intern, Life of Consequence (LO/C) Startup, Stanford, CA, *Winter 2019*

- For GSB startup that seeks to redefine business-casual for women in the workplace, created a target customer profile in preparation for pitch to VCs and assisted with brand development

LEADERSHIP EXPERIENCE

Student Co-Founder & Coordinator, Public Interest Tech (PIT) Lab, Stanford, CA, *Oct 2019 – Present*

- Created a student-led lab under Margaret Hagan’s Legal Design Lab (Stanford Law School + design school appointments) with over 100 members
- Lead 20 interns in two class offerings, stakeholder mapping and campus partnerships

Course Developer, CS 184: Bridging Policy & Tech Through Design, Stanford, CA, *June 2019 – Present*

- Constructed a 3-unit, graded course in the Computer Science Dept. with Professor Jeffrey Ullman where students work in interdisciplinary teams to create projects with real-world output; taught weekly sessions as Head CA

Co-Vice President of Social Impact Team, Business Association of Stanford Entrepreneurial Students (BASES), Stanford, CA, *May 2019 – Present*

- Guide 8-person team in the planning and execution of impact-oriented events on topics ranging from CSR to NGO consulting for the premier entrepreneurship organization on campus

Founder & Chair, Stanford Young Presidents’ Organization Next Generation (Stanford YNG), Stanford, CA, *Jan 2019 – Present*

- Worked with Philanthropy and Civil Society Director Kim Meredith and YPO to establish a local university branch of the organization; lead a 4-person board to organize forum training with other chapters, dinners and meetups

HONORS & AWARDS

National Advisory Board Member (NAB), Haas Center for Public Service, Stanford, *June 2019 – Present*

Only junior selected for year-long post to help evaluate programming and set strategic direction in board meetings

SKILLS

Foreign Language Proficiency: Fluent Portuguese, advanced French, and basic Spanish.

Technical: Adobe Creative Suite, Wix + Squarespace website design, Stata statistical software and basic video editing platforms.

Core values: Integrity, resilience, creativity and open-mindedness.

MICHELLE HOWARD

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EDUCATION

STANFORD UNIVERSITY, Stanford, CA | **GPA: 3.9/4.0** Sep 16 - June 21
Major: Bioengineering *Minor:* Religious Studies *Honors:* Science, Technology and Policy
Masters: Management Science & Engineering: Decision & Risk Analysis

SABINO HIGH SCHOOL, Tucson, AZ | GPA: 4.45/4.0 Aug 12 - May 16

HONORS: Mayfield Fellow (2020), National Hispanic Scholar (2016 -2020), Stanford Student Activities Leadership Fellow (2019), Advancing Women in Technology Award (2017), Coca Cola Scholar (2016), Valedictorian (2016)

PUBLICATIONS: "The Masking of a Medical Crisis" in *The Dialectics: Journal of Law, Leadership, & Society*, 2019

PROFESSIONAL EXPERIENCE

Institute for Economics & Peace, *Research Intern* | Sydney, Australia June 19 - Aug 19

- Developed data infrastructure in R for improving calculations of the 2020 Mexican Positive Peace Index
- Wrote briefs for Latin American gov officials on local homicide rates & social conflict from natural resource scarcity
- Analyzed underreporting of crime in Mexico for reports to be used in future publications and/or consulting projects

McKinsey & Company, *Sophomore Diversity Leaders Intern* | San Francisco, CA June 18 - Aug 18

- Researched & designed alternative sales force models for a Californian spinal medical device company
- Conducted financial analysis of client's regional performance & potential growth from alternative sales force models

Social Entrepreneurship Corps, *Field Researcher* | Nicaragua June 17 - Aug 17

- Developed accounting system for a seed-packaging business seeking to expand to international markets
- Gathered and compiled data on tourism as a consultant to a developing hostel; recommended best pricing and activity packages for increasing participation in the tourist industry

U. of Arizona Biochemistry Department, *Lab Assistant* | Tucson, AZ Jun 15 - Aug 16

- Developed split-protein kinases by cloning new genes and transfecting them into mammalian cells for applications in diabetes and cancer treatments

EXTRA CURRICULAR LEADERSHIP EXPERIENCE

BIOE122: Biosecurity & Bioterrorism Response, *Lead Teaching Assistant* Apr 19 - Present

- Prepare and grade weekly reading assignments, attend lectures, and host office hours for a class of 120+ students
- Designed and led three student teams through the first-ever Biosafety Design Challenge

Haas National Advisory Board, *Student Board Member* June 19 - Present

- Advocate for student interests during reviews of Stanford's Haas Center for Public Service at quarterly meetings
- Recommend best use of a \$90k fund for increasing student participation in social good-oriented tech internships

Stanford Women in Business, *Senior Consultant to Community Initiatives* Aug 17 - Present

- Provide mentorship and support to the Community Initiatives team, especially on diversity and inclusion efforts
- *Previously as Vice President of Member Development (Sep 18 – June 19):* Planned and led diversity trainings and discussions to promote internal inclusivity; Collaborated with other student clubs to increase business awareness among the student body through SWIB's first-ever minority group-specific resume workshops and speaker series

Stanford Center for International Security & Cooperation, *Research Assistant* Mar 18 - Present

- Investigate how to assess and improve self-governance among life scientists conducting research with high risk for dual-use for Stanford's only full-time biosecurity researcher, Dr. Megan Palmer

Stanford Alternative Spring Break, *Leader* June 18 - Apr 18

- Taught a 10-week pre-field seminar for 12 students focused on the theme, 'The Ethics of International Service'
- Designed and led a week-long trip of visits with Bay Area industry leaders to learn about U.S. foreign relations

SKILLS & INTERESTS

- **Languages:** Native Spanish speaker; Intermediate MATLAB, Python, and R
- **Stanford Outdoor Adventure Leader:** Plan & lead wilderness trips for Stanford students
- **Flautist:** Tucson Philharmonia Youth Orchestra; Stanford Middle Eastern Music Ensemble

James Milan Kanoff

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EDUCATION

Stanford University Palo Alto, CA – **GPA: 3.93** Sep 2018– Present

Candidate for Major in Symbolic Systems, concentration in AI and neuroscience; Minor in International Relations

Activities & Recognition

Mayfield Fellow

One of 12 selected students for 9-month work-study fellowship in leadership in technology

Russell Berman Stanford Excellence Award

Co-leader of team that designed virtual reality refugee experience designed to get undergraduate students to empathize with those affected by global crises. www.empathybox.live

Booth Prize Stanford Excellence in Writing Nomination

Author of nominated research paper focused on the evolutionary roots underlying PTSD and causes of chronic PTSD in first responders, conflict journalists, and military veterans

Business Association for Entrepreneur Students program (BASES)

Selected into BASES Frosh battalion, an innovative, tight-knit professional development program granting students access to mentorship, networking, and skill-building from industry leaders.

Men's Club Soccer, Marine Platoon Leadership Course

EXPERIENCE

Stanford University Research Assistant, Palo Alto, CA Jan 2019 – Present

Information Warfare Research Group

Conducted research for cybersecurity expert Dr. Herb Lin on Russian information warfare in the 2020 US Election cycle and a network of Americans spreading Russian disinformation.

Hoover Institute

Selected as a research assistant for former National Security Advisor H.R. McMaster for his upcoming book on emerging US geopolitical challenges around the globe.

Genetic Engineering Study

Conducted Independent study investigating business applications of CRISPR/Cas9 technology across multiple industries; designed curriculum for future undergraduate CRISPR/Cas9 course.

Phenomx Data Scientist Cambridge, MA Summer 2019

Built automated system to verify that microfluidic chip designs were manufacturable for biotech start-up that rapidly develops microfluidic chips for multiple applications. (e.g., cancer research and implanted biotechnology)

In-Serve Co-Founder, Los Angeles, CA Sep 2016 – Jun 2017

Built mobile and web application that makes volunteering for community service simple. Described at: www.getinserve.com

LEADERSHIP

Freelance Journalist Gap Year: Sep 2016 – Jun 2017

Syria - Travelled to Syria with first responders to investigate the scope of humanitarian crisis; Appeared as a live guest on Fox to discuss humanitarian situation: <https://video.foxnews.com/v/5775198353001/?#sp=show-clips>

Nicaragua – Directed documentary investigating the systematic repression of protests through the eyes of Nicaraguan university students fighting their government.

South Sudan- Documented deteriorating safety conditions in refugee and fighting hotspots and located evidence of war crimes for H.A.R.T; film shown to select lawmakers in British Parliament House of Lords

Eagle Scout, Boy Scouts of America, Los Angeles, CA Sep 2011 – Dec 2014

Elected Senior Patrol Leader (2014) for Troop of over 200 scouts, Venture Patrol Leader (2013), Assistant Patrol Leader (2012)

INTERESTS

Filmmaking, piano, guitar, surfing and skiing

WILL KENNEY

EDUCATION

Stanford University

M.S. Computer Science (Human-Computer Interaction)

2019 - 2021

B.S. Symbolic Systems (Artificial Intelligence)

2016 - 2020

Select Coursework: Principles of AI · Design Thinking for UX · Technology Entrepreneurship · Regulating AI Computers, Ethics, and Public Policy · Biocomputation (Cells & Molecules) · Decision Making Under Uncertainty

2020 Mayfield Fellow: One of 12 students selected for work-study fellowship program for leadership in technology

INDUSTRY EXPERIENCE

Strategy& | Summer Associate, Health Industries Advisory

Summer 2019

New York, NY

- Delivered analyses of automation tools and opportunities during large-scale CRM implementation for a national health insurer; improved CRM will accelerate care for over 15 million members
- Researched clinical data (electronic health records) integration on the CRM and tracked feature development leading to go-live; presented insights to team throughout the summer
- Assisted designing analytics engine that provides personalized health recommendations to members

PwC Australia | Digital Strategy Intern

Summer 2018

Sydney, Australia

- Analyzed and reported machine learning best practices for internal projects as part of Dev Opportunities team
- Assessed opportunity for computer-assisted coding in a Sydney-based hospital system for the advisory practice's health analytics team

United States Senate | Congressional Intern

Summer 2017

Washington, D.C.

- Researched MAP-21's electronic logging device requirements for truck drivers; drafted responses to constituents concerned about invasive surveillance
- Attended briefings on behalf of legislative staff, provided tours of the U.S. capitol, and documented constituent feedback for the senator

Dakota Medical Foundation | Development Intern

Summer 2016

Fargo, ND

- Digitised the Foundation's learning tools for 80+ partner nonprofits, streamlining the fundraising process
- Implemented and taught employees how to utilize their CRM to increase communications and marketing

LEADERSHIP & MANAGEMENT

Class President | Stanford Class of 2020

2017 - 2019

- Elected as a sophomore and junior class president by peers; also served as the class's CFO for \$50,000 budget
- Coordinated with university administration to provide development opportunities and events for the class
- Created lunch series connecting undeclared students to senior faculty members across departments

CS106 Section Leader | Stanford Computer Science Department

2019 - Present

- Teach sections of 5 - 12 students for CS106A/B, Stanford's largest courses
- Help students understand fundamental programming concepts, debug their assignments, and learn Python / C++

Resident Assistant | Stanford Residential Education, Twain House

2018 - 2019

- Provided support and resources to 99 frosh. Led regular social, emotional, and academic programming.

Financial Manager | Stanford Sigma Nu

2019 - Present

- Elected by organization to manage the house's \$200,000 annual budget; work alongside 4-person co-staff

SKILLS & INTERESTS

Skills Python · C++ · C · Java · Iterative Design Process · Prototyping · Public Speaking · Problem Solving

Interests: Distance Running · Musical Theater · Tennis · Settlers of Catan · Creative Writing

GUNGUK KIM

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EDUCATION

Stanford University

Expected 2021

B.S. Computer Science, Artificial Intelligence Track

M.S. Management Science and Engineering, Technology and Engineering Management Track

Mayfield Fellow 2020

Honors & Awards: National Horatio Alger Scholar, Stanford Leland Scholar, Leadership Enterprise for a Diverse America Scholar, APIASF/Wells Fargo Foundation Scholarship recipient, Certificate of Meritorious Service recipient, National AP Scholar

Coursework: Computer Systems, Probability & Statistics, Deep Learning, Reinforcement Learning, Discrete Math, Artificial Intelligence, Natural Language Processing, Algorithmic Design & Analysis, Matrix Methods, Linear Algebra

PROFESSIONAL EXPERIENCE

Google

Mountain View, CA

Software Engineering Intern

June 2019 – September 2019

- Worked on Google Photos under the Editing and Computational Photography teams coding in Objective C and C++
- Utilized machine learning segmentation and face detection models to improve outputs of photos edited in the depth editor

StartX

Palo Alto, CA

Program Management Intern

June 2018 – September 2018

- StartX is one of the world's top startup accelerator and founder community for Stanford-affiliated entrepreneurs
- Helped launch the inaugural cohort of the student accelerator through creating a student portal, organizing workshops, parsing through feedback to create new programming, and researching portfolio of companies for our corporate partners to invest in

LEADERSHIP EXPERIENCE

Asia-Pacific Entrepreneurship Society (ASES)

Stanford, CA

President

September 2017 – Present

- Directed a 12-week intensive design thinking workshop for Stanford freshman and sophomores; program culminates in a pitch competition to venture capitalists and onboarded eight venture capitalists to mentor each student group (website: ases.stanford.edu)
- Managing \$60,000 annual budget and closing sponsorship deals with numerous venture capitalists and venture capital firms
- Organizing and hosting 40 international students for a week-long conference at Stanford University centered around entrepreneurship in and beyond Silicon Valley; including organizing and speaking at international conferences in Australia and Russia

Computer Science + Social Good (CS+SG)

Stanford, CA

Education Outreach Director

September 2017 – June 2019

- Directed a post-AP high school curriculum that consists of design thinking lessons and several coding projects focused on social impact (website: teachcs4good.org)
- Created a mental health database project in Java, focused on object-oriented programming, classes, and file reading
- Scaled program from eight schools to over 35 by creating website, marketing nationwide, and refining curriculum

The Phoenix Scholars

Stanford, CA

Outreach Team

September 2017 – June 2019

- The Phoenix Scholars is a nonprofit providing college counseling services to first-generation, low-income, and minority youth
- Led student outreach in the Bay Area through high school talks and managed contacts with partner schools and sponsors

PROJECTS

Visualizing Climate Change through CycleGAN

September 2019 – December 2019

- Created iconic snow-capped mountain ranges without snow using style transfer through CycleGAN with weight decay and CNNs

Reinforcement Learning for 2048

April 2019 – June 2019

- Created an AI agent that beat the 2048 game over 90% of trials through depth-limited expectimax and Monte-Carlo Tree Search

Mental Health Database

October 2017 – June 2018

- Created a mental health coding project from scratch for the Teach CS for Social Good curriculum used by over 1000 students
- Created solution code and starter code for students to learn file reading, data structures, and object-oriented programming in Java

ADDITIONAL INFORMATION

Skills: Java, C++, C, Objective C, Python, design-thinking, wire-framing

Interests: Running, hiking, volleyball, educational equity, storytelling, photography

BROOKE MARTIN

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EDUCATION

Stanford University

Class of 2021

- B.S. Management Science and Engineering: Organizations, Technology, and Policy Track
- Coursework in Mathematics, Computer Science, Economics, Organizational Behavior, Optimization, & Finance
- 2020 Mayfield Fellows Program

Saint George's School

Class of 2017

- Valedictorian; International Baccalaureate Diploma Recipient; Cum Laude Society

Academic Honors/Awards

- Cameron Impact Scholarship, Taco Bell Live Más Scholar, International Appreneur Scholar, AXA Achievement Scholar, Executive Women International Scholar, 2nd Place Discovery Education 3M National Young Scientist Challenge

WORK & ENTREPRENEURIAL EXPERIENCE

T-Mobile, Inc.

Bellevue, WA

Intern, Financial & Executive Communications (Office of the President & COO)

6/19 – 9/19

- Helped craft key messages for Q2 2019 Earnings Report and Call; compiled analyst reports for TMUS/Sprint merger briefings; developed internal presentation content and logistics; initiated research on customer sentiment and brand loyalty

Intern, IoT Business Development and Product Management

6/18 – 12/18

- Proposed and developed joint marketing and distribution plan for IoT product launch (part of \$400k marketing campaign)
- Developed new product concept by initiating research, solidifying key partnerships, and framing long tail strategy.

Lightspeed Venture Partners

Menlo Park, CA

Ambassador, Stanford University

6/19 – Present

- Source student-run companies for Lightspeed Investment Team and drive marketing efforts for summer fellowship program
- Develop and initiate program enabling campus founders to network with entrepreneurs/VCs and gain access to resources

Stanford Technology Ventures Program

Stanford University

Research Assistant, Principled Entrepreneurship Action & Knowledge

8/19 – Present

- Interview STVP professors/lecturers to analyze and support the implementation of ethics-based curriculum in the classroom

iCPooch

Spokane, WA

Inventor and Founder

9/12 – 1/17

- Led product design, business development, and marketing efforts for consumer pet-tech device enabling dog video chat
- Raised \$500k in investment capital; sold over 3,000 units in consumer marketplace (Bed Bath & Beyond, Amazon, etc.)
- Featured on ABC's *Shark Tank*, *NBC Nightly News*, *The Meredith Vieira Show*, *The New York Times*, et al.
- Awards: 2nd Place Microsoft Global Small Business Contest, 3rd Place Cisco IoT World Forum Innovation Grand Challenge, Teen Business' Top 20 Global Teen Entrepreneur, Winner *GeekWire* "Inventions We Love"

Motivational Speaker

Various Locations

Featured Presenter

9/12 - Present

- Design, develop, and present custom content centering on entrepreneurship and leadership for appearances including: TEDxSpokane, National Invention Convention and Entrepreneurship Expo, Google HQ, Microsoft HQ, Women in Cable Technology Annual Summit, Purina *Better with Pets* Summit, Northwest Credit Union Association Regional Conference, etc.

LEADERSHIP EXPERIENCE

Stanford Women in Business

Stanford University

Vice President, External Relations

6/19 – Present

- Raised \$30,000 in funding by recruiting corporate sponsors; organize collaborative events with sponsors such as industry treks, workshops, speakers, etc.; maintain regular communication via quarterly SWIB Newsletter

Director, Business Leadership

9/17 – 6/19

- Plan logistics for and manage 25 interns to support Young Women's Leadership Summit, attracting 400+ HS students
- Secure corporate sponsorships/funding and oversee recruitment of high-profile judges for annual Shark Tank Challenge

Saint George's School

Spokane, WA

Student Body President

8/16 – 6/17

- Organized 20+ major school events, led 16 student representatives, markedly increased student participation through innovative outreach

FIRST Robotics - Drive Team Coach & Administrative Lead

10/15 – 6/17

- Coached team to a divisional win at the 2017 FIRST Robotics World Championship; led team strategy by directing 10+ student scouts, analyzing competition data, and initiating communication with other teams

Languages: English, Spanish, C++, Java

Entrepreneur | Leader | Scientist | Speaker | Equestrian | Writer | Musician | Traveler | Inventor

For additional information and press articles, visit: www.icbrooke.com or <http://linkedin.com/in/brooke-martin-449604a5>

Gopal K. Raman

469-323-4668 | graman@stanford.edu

EDUCATION

Stanford University (Class of 2021)

B.A. in Economics with Minors in Poetry and Computer Science, *GPA: 3.9*

Mayfield Fellow — 1 of 12 selected for program in technology venture leadership

PROFESSIONAL EXPERIENCE

Carta: *Strategy Intern, 2019*

- Report to strategy managers for corporate development and international expansion and Chief Strategy Officer
- Building strategic plans and executing on **Carta's expansion into APAC** via investor services business line
- Assisting corporate development initiatives regarding **acquisition targets** and new business units for cap-table customers

Palm Drive Capital: *Investment Analyst, Summer 2019*

- Executing **proprietary deal sourcing**, conducting in depth-market research, and extending portfolio company support
- Focusing primarily on enterprise/B2B companies and developing a network of founders and co-investors for Palm Drive
- Performing **financial modeling** and due diligence to help the **investment team make major decisions**
- Analyzing data rooms to build out projections, valuations, and evaluate financial health and potential of future investments

Laura Arrillaga-Andreessen Foundation: *Summer Analyst, Summer 2018*

- Conducted extensive grantmaking research for the Marc and Laura Andreessen Foundation's *Technology Inclusion* grant rounds—**totaling more than \$1,115,000**—to understand and communicate grantee impact and drive effective practice
- **Redesigned grant-making process** to align grantee reporting incentives **to improve efficacy of multi-year** grants—new structure deploys earmarked funds (10% of grants) at later inflection points to accelerate nonprofits' growth

CAMPUS LEADERSHIP & EXTRACURRICULARS

Stanford Social Entrepreneurial Students' Association: *President, 2019-2020*

- **Lead a student organization of 7 teams and 80+ members**, overseeing two speaker series, a consulting group, a social impact startup incubator program, internship/fellowship program, and an internal learning program for SENSEA members
- Built a funnel to increase recruitment and a rigorous interview process to onboard 50 out of 120 applicants
- Sustain partnerships with start-ups, investors, philanthropists, and university centers and **was VP of Fellowships (2018-2019)**

Lean Launchpad (ENGR 245): *Teaching Assistant, 2019-2020*

- Work with professors Steve Blank, Jeff Epstein (ex-CFO @ Oracle), Mar Hershenson (Managing Director @ Pear VC), and more to **lead sixteen Graduate School of Business startup teams** toward product market fit

Stanford Technology Ventures Program: *Research Assistant, 2019-2020*

- Working under Professor Tom Byers and the Principled Entrepreneurial Action and Knowledge Initiative—**creating the PEAK Fellowship** for summer 2020 to help students explore intersections of ethics and entrepreneurship

Stanford Consulting: *Senior Consultant, 2019*

- Created **sales strategy for multi-billion-dollar CRM acquisition** and **go-to-market strategy** for retail pricing startup
- One of 23 consultants chosen from a pool of more than 200 Stanford students (**~10% acceptance rate**)

Camp Kesem: *Purple Unit Leader, 2020*

- **Lead a team of eight counselors** to care for twenty middle-school campers whose families are affected by cancer
- Responsible for unit's fundraising to ensure that the week-long summer camp is free for all ~200 campers

East Palo Alto Tennis and Tutoring: *Tutor, 2017, 2018, 2019*

Additional Organizations: Teaching Assistant for Frosh 101, Marketing Intern for Stanford Social Innovation Review

SPEAKING ENGAGEMENTS

The White House, State Dining Room: 2016

- Appointed by **First Lady Michelle Obama** as a National Student Poet and invited to read an original poem

Dodge Poetry Festival (America's largest poetry event): 2016, 2018

Aspen Ideas Festival: 2017, 2018

- Led discussions with Ava DuVernay; co-directed performance with Damian Woetzel, President of the Juilliard School

HONORS

National Student Poet: 2017

- The nation's highest honor for young poets presenting original work; **one of 5 poets selected from a pool of over 20,500** by the President's Committee on the Arts and the Humanities and presented with award by First Lady Michelle Obama

Poetry publication in *The Peregrine Journal* (one of 6 debut authors featured annually): 2018

Boothe Prize for Excellence in Writing: *Finalist, 2018*

Published author of *Beyond the Edge*, book of poetry and photography: 2014

Profiled by the [Stanford Institute for Economic Policy Research](http://siepr.stanford.edu/news/economic-poetry): 2018 (siepr.stanford.edu/news/economic-poetry)

Headmaster's Cup: 2017 (given to top student for academics, extracurriculars, leadership, and character)

Presidential Scholar Semifinalist and Congressional Gold Medal Award: 2017

Claire Rosenfeld

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I am a Junior at Stanford studying Computer Science, with a focus on analytics and user experience. My dream is to use design thinking and methods to create technology that enhances people's lives. I love to tackle interdisciplinary problems, collaborate with others, and challenge the status quo.

Skills

- * Proficient in C, C++, Java, Python, React Native, & SQL
- * Passionate about the intersection of technology and people
- * Well-versed in design thinking
- * Creative problem-solver, collaborative team-player, & experienced leader

Education

Stanford University Palo Alto, CA | 2017-2021

- ⇒ 3.8 GPA
- ⇒ 2020 Mayfield Fellow
 - Selected as one of 12 students for a 9 month work-study fellowship program for leadership in technology
- ⇒ Majoring in Computer Science
 - Coursework in algorithms, databases, human-computer interaction, mobile development, natural language processing, social computing, and systems engineering
- ⇒ Minor in Ancient History
- ⇒ Taken design & design thinking courses at Stanford's d.school
- ⇒ Involved in diverse on-campus organizations
 - Girls' Club Lacrosse (club president), Girls Teaching Girls to Code (executive team), Kappa Alpha Theta Sorority (Chief Learning Officer), Stanford Outdoor Program (trip leader), Resident Assistant in freshman dorm

The Catlin Gabel School Portland, OR | 2003-2017

- ⇒ 4.0 GPA
- ⇒ Active in school community and extracurriculars
 - Advocates for Women in Science, Engineering, and Technology (leader)
 - FIRST robotics (attended 2015 World Championship)
 - Outdoor Education Program (participant & leader)
- ⇒ 4-sport varsity athlete
 - Varsity soccer (captain for 2016-17 season)
 - Varsity basketball (captain for 2016-17 season)
 - Varsity lacrosse (captain for 2015-16 & 2016-17 seasons)
 - Varsity tennis
- ⇒ Out of my graduating class, I received the Math Award, Character in Sports Award, and School Ring

Work experience

TEDxCapeTown | Technology Intern | July 2019 - August 2019

Assisted with TEDxCapeTown's tech-related endeavors. Developed a new website and helped manage their digital resources. Learned about non-profit management and IT.

Stanford Graduate School of Business | Research Assistant | September 2018 - April 2019

Conducted research with the Stanford GSB Behavioral Lab. Ran studies exploring organizational behavior and behavioral marketing. Learned about human subjects research.

Juni Learning | Instructor | June 2018 - April 2019

Taught computer science courses for 5-10 hours a week. Students ranged from 5-year-olds to high schoolers. Predominately taught Scratch, Python, and Java.

Lumencor, Inc. | Database Intern | July 2018 - September 2018

Developed projects on Lumencor's internal database. Learned about databases and data management, lean manufacturing, business operations, and biotechnology.

Ruby Jewel Handmade Ice Cream | Scooper, Factory Worker, Business Intern | May 2017 - September 2017

Worked in the ice cream shop, factory, and office of Ruby Jewel, a local ice cream company. Learned about startups, the food industry, and customer service.

OHSU Knight Cancer Institute | Research Assistant | June 2016 - August 2016

Researched Acute Myeloid Leukemia (AML) at the Druker Tyner lab. Learned about experimental design, tissue culture, and data analysis.

HALEY TRAN

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EDUCATION

Stanford University - Stanford, CA September 2017 - Present
B.S. in Management Science and Engineering - Operations & Analytics Track, GPA: 3.92

EXPERIENCE

Facebook - *Datacenter Business Operations Intern* - Menlo Park, California June 2019 - September 2019

- Conducted 20+ interviews with facility subject matter experts and produced recommendations report for outage response procedure and tooling
- Managed data engineering project merging 10+ datasources across maintenance tools, HR databases, and payroll data
- Utilized Tableau and SQL to create dashboards displaying incident trends in root cause analysis, human labor impacts, and financial costs

Upstart - *Growth Partnerships Intern* - San Carlos, California April 2019 - May 2019

- Analyzed direct mail, digital media, and partnership experiments to create proposal for guerrilla marketing campaign with consumer brands
- Presented case studies for 10+ brand partners and conducted cost-benefit analysis by building out customer acquisition cost model

YouNoodle - *Project Management & Client Experience Intern* - San Francisco, California June 2018 - August 2018

- Provided direct client support and demos for SaaS platform, addressed user's inquiries, and communicated feedback to engineering team
- Prepared program proposals for high-level enterprise clients and conducted market research on corporate-startup engagement strategies
- Set up channel partnerships and communication channels through outreach to 50+ accelerators and 15+ potential university clients

Stanford Graduate School of Business Behavioral Lab - *Undergraduate Research Assistant* - Stanford, California April 2018 - June 2018

- Conducted research and data analysis for studies centered around human organizational behavior and workplace culture
- Facilitated 15+ studies in conjunction with professors at Stanford Graduate School of Business

ACTIVITIES & LEADERSHIP

Mayfield Fellows Program - *Fellow* February 2019 - Present

- One of 12 selected for 9 month work-study program for leadership in entrepreneurship

Asia-Pacific Student Entrepreneurship Society - *President* October 2017 - Present

- Spearheading expansion of joint global entrepreneurship initiatives by managing external relationships with corporate and university partners
- Developed partnerships with 4 Japanese companies to plan and execute sustainability-focused conference with 50+ attendees
- Served as liaison for ASES chapters in Australia, China, and Philippines and coordinated one-week summit for 40+ international delegates

Alpha Kappa Psi - *Corporate Development Team / Consulting Project Lead* October 2018 - Present

- Managed partnership pipeline to develop new relationships with corporate partners and source 4 project opportunities for active body
- Created comprehensive marketing report and customer profile for e-commerce optimization platform, analyzing 100+ channels, tools, and trends
- Produced shareable content for guerrilla marketing campaign, filming 15+ user interviews and product demos for video campaign

Stanford Social Entrepreneurial Student's Association - *Financial Officer / Fellowships Team* October 2017 - May 2019

- Supervised and managed allocation of \$45,000 budget and kept track of assets, liabilities, organizational expenses, and funding sources
- Partnered with 8 social enterprises across the globe to develop internship opportunities for undergraduate students
- Facilitated application and evaluation process, implementing new cost-sharing strategy that increased number of fellowships by 100% in 2018

SKILLS & INTERESTS

- Programming: Java, C++, SQL, R, Tableau
- Microsoft Word, Powerpoint, Excel, Keynote, Pages
- Graphic Design: Photoshop, Adobe InDesign, Sketch
- Game Theory, Crime Documentaries, Gastronomy, Travel

ALEXANDRA TSAI

aotsai@stanford.edu | Stanford, CA

EDUCATION

Stanford University, Class of 2021

Stanford, CA

B.S. in Computer Science, Division I Lacrosse Athlete

Sep 2017 – Jun 2021

- Programming languages: Java, Python, C, C++. Knowledgeable in R, JavaScript, React Native, MATLAB, Tableau.
- Coursework: Computer Programming, Systems, and Data Structures, Probability, Multivariable Calculus, Entrepreneurship.
- 2020 Mayfield Fellow, one of 12 selected to the technology venture leadership program.
- Julius Jacobs Stanford Daily Award honorable mention, Stanford's Boothe Prize for excellence in writing nominee.

The Bishop's School

La Jolla, CA

High school diploma

Aug 2013 – Jun 2017

- National Merit Finalist, AP Scholar with Distinction.
- Received Head of School Award and Jerry Coleman Athletic Leadership Award.
- Editor-in-chief of daily newspaper, varsity lacrosse captain, varsity field hockey captain, mock trial defense attorney.

WORK EXPERIENCE

Rent The Runway

New York, NY

Associate in the Office of the CEO

Jun 2019 – Aug 2019

- Using Tableau, analyzed and presented data for a key client on renting habits, customer sentiment, and apparel utilization.
- Wrote proposals for User Experience A/B testing using data analytics, which led to the launch of a new mobile app feature.
- Analyzed competitive landscape and peer operating metrics from public disclosures, presented insights to Board of Directors.
- Evaluated a potential new category expansion with a cross-functional team.

Aira Tech Corporation

La Jolla, CA

Software engineering intern on the artificial intelligence team

Jul 2018 – Sep 2018

- Programmed and tested AWS Lambda backend as a rapid prototyping architecture to shorten development time.
- Used version control tools (Github) and Agile tools (Jira software and Scrum framework) in an Agile work environment.

The Salk Institute for Biological Studies

La Jolla, CA

Research intern in Dr. Terry Sejnowski's Computational Neurobiology Laboratory

Jun 2016 – Aug 2016

- Explored and programmed a new architecture for an artificial neural network using the Keras API.
- Presented project findings to lab chairs and Salk Institute patrons via an oral presentation and scientific poster.

ACTIVITIES

Stanford Division I Women's Lacrosse Team

Stanford, CA

Varsity athlete

Sep 2017 – present

- Freshman walk-on. Commit 20+ hours per week to practice and team activities.

The Stanford Daily Newspaper

Stanford, CA

News desk editor and mobile app developer

Jan 2018 – present

- Edit and report on pertinent news stories for daily print issues, manage cohort of writers, and collaborate with fellow editors.
- Develop mobile app with React Native. Created author pages, implemented map feature, increased user engagement.
- Spearheaded The Daily's coverage of technology startups, which led to the creation of the Science & Technology beat.

She++, 501(c)3 Nonprofit Organization

Stanford, CA

Brand and marketing team

Sep 2018 – Jun 2019

- Cultivated brand and publicized organization to student body to empower underrepresented groups in technology.

Independent study with former Director of NBA Analytics

New York, NY

Student

Sep 2016 – Nov 2016

- Learned about advanced basketball analytics and its statistical applications in the NBA. Gained experience with R.

PERSONAL

- Selected for Y Combinator's final round interview to pitch a startup idea, a social network for eaters.
- Languages: English, Mandarin, and Spanish.
- Interests: philosophy, skiing, bodysurfing, and anything NBA.