MICHAEL RICH

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EDUCATION

Lehigh University, Integrated Business and Engineering (IBE) Honors Program   Bethlehem, PA
Bachelor of Science in IBE Financial Engineering; Minor in Computer Science   *Expected: Class of 2023*
GPA: 3.96/4.0
Relevant Coursework: Finance, Financial and Managerial Accounting, Applied Microeconomic Analysis, Principles of Marketing, IBE Workshop, Business Analytics, Applied Engineering Computer Methods, Intro to Programming, Engineering Probability, Applied Statistics, Linear Algebra

EXPERIENCE

Streamlined Technologies, LLC   Warren, NJ
CEO and Co-Founder   *Feb 2020 — Present*
- Led a B2B, SaaS tech startup from idea to creation. Currently live with 500 beta testing users and 60 active locations
- Onboarded and managed a team of 9 using the scrum-agile framework to complete defined 2-3 week product sprints
- Generated $24,000 in revenue and funding, led our sales pipeline and demos, and built consolidated income statements
- Acting Product Manager — prioritized our product backlog, led sprint planning/retros, and prototyped dynamic mock-ups
- Funded by the Baker Institute at Lehigh by winning multiple pitch competitions with panelist judges

Nasdaq Entrepreneurial Center (Partnered with atlasGO, Inc.)   San Francisco, CA
Business Development Intern   *May 2021 — Jul 2021*
- Led the outbound sales strategy for the company, creating B2B drip automation campaigns and a strategic sales process
- Consolidated user-defined feedback to give 10 specific recommendations on best next steps in the engineering pipeline
- Joined live demos and built client challenges (custom website and app) using internal engineering development tools

MiProbes Biotechnologies, Inc.   Warren, NJ
Business Strategy and Financial Analyst Intern   *Dec 2020 — Feb 2021*
- Built a 3-year financial model to project revenues, COGS, SG&A, and other key KPIs such as EBITDA, Net Margin, runway, and VC capital required to sustain operations
- Strategized with CEO to determine company's best next steps of potential acquisition, daughter-entity, or equity funding
- Created pitch decks and one-pagers, conducted market sizing analysis, and researched biotech seed funding options

SharedSchool, LLC   Warren, NJ
Co-CEO and Co-Founder   *Sept 2018 — Nov 2019*
- Led a motivated team in developing, marketing, and branding a SaaS edtech startup from scratch
- Organized team meetings, cold pitched to over 30 Board of Education Meetings, and pitched to investors (KiwiTech)
- Designed web mock-ups on Affinity Designer and delegated team assignments through Asana and Slack

Coursedog, Inc.   New York, NY
Software Quality Assurance Intern   *Jul 2018 — Sept 2018*
- Evaluated the quality, functionality, and marketability of Coursedog software, a YCombinator and VC backed startup
- Discovered interoperability issues and advised new beneficial platform features. Directly reported to the CEO/CTO

PERSONAL AND LEADERSHIP

New Ventures Club (Executive Board Member)   *Jan 2020 — Present*
- Co-Founded and directed the Startup Winternship Program which pairs a cohort of 30 Lehigh students with 15 diverse startups for a winter internship. Coordinated program speakers, workshops, and networking. Acceptance rate of 24%
- Connected with several startups and CEOs to pitch the Startup Winternship Program and secure their involvement
- Focused on creating a student-entrepreneurship community to provide a breeding ground for new ideas

Lehigh Investment Management Group (Portfolio Manager)   *Nov 2020 — Present*
- Selected as an executive board member for The Rights Portfolio, managing a stock portfolio with $150,000 AUM
- Pitched equities using valuation and modeling techniques such as comparable analysis and discounted cash flow analysis

Lehigh Consulting Group (Analyst)   *Nov 2020 — May 2021*
- Advised start-up BeyondMain on SEO, cold-calling approaches, and product development

TECHNICAL SKILLS AND INTERESTS

- Prior experience with using the following programs and languages: Adobe XD, Affinity Designer, GitHub, Java, HTML, CSS, Python (beg.), R (beg.), MATLAB (beg.)
- Interests: Entrepreneurship, Graphic Design (UI/UX), Music, Guitar