

# THOMAS VLADECK

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## EDUCATION

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

*Masters of Business Administration Candidate; Major in Marketing and Operations*

2014-2016

- Member of the Technology, Data and Analytics, Entrepreneurship, and Marketing clubs
- Wharton Global 2020 Fellowship Recipient, in recognition of outstanding professional and academic achievements; Director's List (awarded to top 10% of students), Fall 2015; First Year Honors; GMAT: 760, Quantitative score 50/51

### THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

London, UK

*Master of Science; Concentration in Environmental Policy and Regulation*

2009-2010

- Graduated with Distinction
- Thesis: Climate risk, optimal investment, and adaptation to climate change

### POMONA COLLEGE

Claremont, CA

*Bachelor of Arts; Major in Mathematics*

2004-2008

- Graduated *cum laude*
- Thesis: The classification of groups of reflectional symmetry

## EXPERIENCE

### VENMO

New York, NY

Marketing Analytics

Summer/Fall 2015

- Led and completed a variety of statistical modeling and machine learning projects on user behavior and survey data
- Combined three separate product feedback surveys into one by eliminating redundant questions through factor analysis
- Fit usage data on a sample of users to the Pareto/NBD stochastic model of customer lifetime value
- Performed Venmo's first user segmentation and built Venmo's first data-based customer personas. Created the segmentation through model-based clustering on a sample of users, with demographic and behavioral data as segmenting variables

### GLOBAL COMMISSION ON THE ECONOMY AND CLIMATE

San Francisco, CA

Senior Program Officer – Finance Workstream

2013-2014

- Led development of oil, gas, and coal market studies by analytical teams in San Francisco, London, and Venice, Italy. Study received coverage in the New York Times, The Economist, Bloomberg, as well as promotion from the White House

### BUILDING HERO

San Francisco, CA

Co-founder

2011-2013

- Founded business to finance energy efficiency at scale - for LED lighting retrofits at small retail locations in major cities
- Reached \$1m in financing agreements in 18 months - with 100 commercial clients in New York and San Francisco. These include two national brands: Warby Parker and Yogaworks
- Developed mobile web application to perform energy efficiency audits and enable sales. Reduce the number of touches required to convert leads by adding energy audits, automated transactional emails, a seamless click-wrapped contract, and Stripe integration to our platform
- Hired and managed outside salespeople and contractors to develop leads and perform in-store retrofits
- Worked with outside counsel to develop an innovative contract that allowed Building Hero to finance customer investments with downside protection. Raised \$600,000 in seed financing from investors in personal network

### PALMETTO GROUP

London, UK

Associate

2010-2011

- Closed \$50m worth of carbon commodity transactions through long-term (7-10 years) emission-reduction purchase agreements between developing world projects under the Clean Development Mechanism and European commodity traders
- Developed creative commercial terms and risk mitigation mechanisms to achieve financial closure on innovative improved-cookstove projects (requiring less wood, reducing deforestation, and producing less indoor air pollution) in Haiti and Nepal

## ADDITIONAL INFORMATION

- **Expert R user:** including deep familiarity with graphical, statistical/ML, and data manipulation packages. E.g. ggplot2, bayesm, mclust, caret, BTYD, dplyr, and reshape2
- **Interests:** Avid rock climber (I prefer bouldering) and photographer (I mostly shoot film with a 90s-era point-and-shoot). Huge fan of audiobooks – some favorite authors include Philip Roth, Steven Pinker, Richard Dawkins, and David Sedaris