

# BRIANNA ZAJICEK

ENTREPRENEUR & INVETOR @ TECH  
COMPANIES



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Atlanta, GA. (Current)  
Los Angeles, CA (Open to)  
New York, NY (Open to)

## QUICK STATS

Over \$500 MM in total early stage technology raises/exits.

Over 9+ Years of Entrepreneurial & Technology Investment Leadership experience.

1000+ total employees managed inside & outside the U.S.

## EDUCATION

MBA  
Duke Fuqua  
2020 – 4.0/4.0

PHD  
Human Centered Computing  
Georgia Tech, Atlanta, GA  
In Progress – 3.1/4.0

BACHELORS OF SCIENCE  
Comp Sci/Info Tech.  
Georgia Southern University  
Graduated – 3.2/4.0

## AWARDS

VERIZON WIRELESS  
1<sup>st</sup> Place Connected Car  
2015

Georgia Institute of Tech  
1<sup>st</sup> Place Innovation  
2015

## PERSONAL ATTRIBUTES

- Passion
- Vision
- Adaptability
- Innovative
- Futuristic
- Decisive
- Problem Solver
- Strong IQ & EQ
- High Level Communicator
- Leadership

## EXECUTIVE SUMMARY

**WHO:** Early stage tech investor, entrepreneur, corporate development and management consulting executive with over 8 years in experience across the TMT sector. Advanced understanding of AI, Geotech, bigdata, machine learning.

**WHAT:** Seeking NYC/LA/ATL based leadership role within a reputable VC with a strong track record of exits. Ideal position possesses upward mobility tied to outstanding performance. Also open to other related positions in: corporate development, incubator/accelerators, investment banking, private equity, commercialization programs, hedge funds, etc.

## FOUNDING PARTNER

Zytech Development | 2016 – Present (Acquisition in Progress)

- Helped lead mobile based technology startup from inception to sell.
- Hired founding team, setup onshore and offshore hiring operations.
- Developed complex financial models and projects to support fundraising and exit.
- Managed investor relations including: acquisition, negotiation, reporting, communication, valuation reports, etc.
- Designed go to market strategy and formed Strategic Partnerships.
- Developed SOP's & KPI's to allow for seamless management.
- Developed sales processes from ground up: prospecting, leads, warm-up, proposals, terms, negotiations, etc.
- Differentiated company in a competitive market.
- Worked with product team to determine overall product strategies and roadmap.
- Performed high level data driven decisions with decisiveness on a daily basis.
- Continuously worked to scale and enhance the internal operations systems.
- **Results: 45X Return of Initial Investment**

## MANAGING DIRECTOR

AppDev Masters ( Acquired MDP, LeaseZen, Aarianna, Mogean) | 2013 – 2016

- Created several technology companies under ADM which were each acquired.
- Lead company from idea conception through to exit.
- Lead multi 7 figure pre-product/g2m fundraising.
- Hired & lead founding management & engineering team.
- Developed company vision, go to market strategy, and operations plan.
- Developed product opportunity assessment and product launch plan for FinTech.
- Helped to oversee the product roadmap and execution for beta and launch versions of product.
- Identified & negotiated key partnership opportunities with sales executives. to close multi-million dollar deals.
- Management consultant firm turned private investment portfolio fund
- Focus in B2B solutions

## ENTR SKILLS

- Business Model Generation
- Market Validation
- Go to market strategy
- Core Founding Team Development
- Product Roadmap Management

## RELATIONSHIP SKILLS

- Leading large global teams
- Obtaining shareholder buy-in
- Becoming trusted advisor to founders
- Cold contact and networking skills to obtain investments, market feedback, connections, and possible M&A, Partner, and exit opportunities
- Navigating complex situations
- Creating win-win scenarios
- Complex market understandings
- Ability to "get the meeting"
- Sourcing deals
- Educating founders on valuation
- Speeding up deal timeline
- Developing strategic partnerships
- Negotiating contracts
- Obtaining strong co-investors
- Connecting with influencers
- Navigating relationships with angel investors, family offices, and other seed investors

## INVESTOR SKILLS

- Understanding and ability to draft and evaluate Liquidation Preferences, Board Seats, Protective Provision, Voting Rights, Drag Along Rights, Redemption, Anti-Dilution and other such terms
- Sourcing of deals & evaluation of pitches, creation of pitches
- Company valuations
- Research Reports Research and analysis of markets, opportunities, and companies
- Financial Accounting (GAAP) (IFRS)
- Creation and analysis of various forms of financial analysis methods
- Pro Forma, LBO, DCF, FCF

## EXPERIENCE (Continued)

- Partner companies included Verizon Telematics, Calendly, YikYak, Mogean, LeaseZen, Arianna Publishing, MyOutfit Stylist, many more
- Corporate Partners included Coca Cola, Porsche, IBM, The Weather Company, Cox Enterprises, Airwarch/VMWare, PlayStation, Georgia Tech, Verizon Wireless, etc
- Industry Partners included TechStars, The Bridge Atlanta, Atlanta Technology Development Center (ATDC), Seraph Group, DoD, NSF, etc.
- Fund Focus: early stage pre-revenue companies in high tech including: AI, BigData, IoT, SaaS
- Leverage flexibility in strategic deals negotiations including: equity, debt/convertible debt, angel network investing, cash in kind, corporate sponsorship, academic venture funds, equity presages, token sales and more to create unique funding experience optimized for quick returns and early exit opportunities
- **Results: Multiple 6/7/8 figure deals and exits with average time invested of only 9 months and average investment of low six figures**

## VICE PRESIDENT

Unbounded Solutions (Acquired) | 2011 – 2013

- Scaled from 35 to 350+ employees
- Hired, trained and mentored a team of 9 managers managing over 350 IT professionals and 40 million in annual revenue.
- Created effective strategies to increase retention of highly talented engineers.
- Implemented process improvement and new process adoption across full cycle resource management [Hiring, Training, Project Delivery, Engagement, Retention, Termination].
- Built and maintained a trust based relationship with the CEO.
- Mentored and coached management team to successfully accomplish goals.
- Responsible for P&L management and accomplishing the overall corporate P&L & EBITDA goals.
- Supervised daily internal functions including Product, Engineering, Accounting, HR, Payroll, Collections, Logistics, Vendor Management, Customer Management, Procurement & Project Management.
- Reviewed financial reports such as cash flow statement, income statement, balance sheet, profit and loss statements, trial balance, and general ledger to make strategic decisions and provide guidance to accomplish corporate goals.
- Managed vendor relations by negotiating paperwork and contracts.
- Hired, trained and mentored a team of 10 business development executives responsible for increasing revenue by 10 million over 2012.
- Implemented process improvement across full cycle business development [Market Research, Lead Generation, Opportunity Identification, Key Decision Maker Engagement, Capture Management, Proposal Management, Closure, Post Sales, Client Retention].
  - Successfully coordinated and worked with the product management, service delivery, marketing and solution implementation department.
- Management consulting firm to Fortune 500 for high tech
- F500 Clients Including: Apple, Google, BoA, JPMC, Boeing, AT&T, Walmart, Intuit, etc.
- Direct responsibility for client acquisition, team development, strategic vision, and growth strategies
- Expanded reach into foreign markets
- Planned & prepared company for exit
- **Results: \$6mm ARR to \$40 mm ARR over 18 months with 1.2mm invested**

**RESEARCH:** Worked with the NSF to develop an algorithm to predict an entrepreneurs likelihood of success which lead to suggesting who to invest in based on the current cognitive state of the entrepreneur using proprietary predictive indicators

**SPEAKING:**

- Startup Pitch 2013
- Startup Riot 2014
- DFM VC Weekend 2018
- MML 2019