



BEN SEIDL

CO-FOUNDER @NEYBORLY | CURRENT M.B.A. UC BERKELEY - HAAS

MISSION

To solve commercial retail real-estate problems with creative, inspiring, and equitable business models

SKILLS & AWARDS

- Fluent in Spanish
- Five years of experience in emerging markets
- Haas Dean's Scholarship 2013
- Board of Directors member at World Water Relief
- Fulbright Scholarship 2008
- B.S., Finance Cum laude honors 2008

EXPERIENCE

CO-FOUNDER/CEO • NEYBORLY, INC.

OCTOBER 2016 – PRESENT

- Responsible for day-to-day activities of finance/strategy/HR/marketing
- Achieved profitability in first month of operation & growing monthly profits at 6.7% MOM average thus far in 2017
- Opened first brick-and-mortar location in November 2016 in Berkeley, CA and secured 4x-size location opening in May 2017
- Currently raising debt & equity to finance company expansion

PORTFOLIO OPTIMIZATION MANAGER • NAKED WINES

OCTOBER 2015 – OCTOBER 2016

- Actively managed +\$25MM of global wine inventory across the USA, UK, and AU commercial e-commerce markets
- Optimized the product range, inventory levels, and SKU counts to account for +20% YOY sales growth rate in USA

GLOBAL SUPPLY CHAIN ANALYST • ONE WORLD PLAY PROJECT

OCTOBER 2013 – JULY 2015

- Managed logistics and forwarding for +\$21MM of retail product via foreign ocean freight container shipments across 94 countries
- Formed two corporate logistics partnerships to reduce annual shipping costs by 17% and international lead times

EDUCATION

B.S., FINANCE • 2008 • BOSTON COLLEGE, SCHOOL OF MANAGEMENT

M.B.A. • 2017 • UC BERKELEY, HAAS SCHOOL OF BUSINESS



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