

Barry Shafrin

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New York, NY

Experience

SYPARTNERS

Strategist

Strategy Intern

New York, NY
August 2020 - Present
Summer 2019

- *Piloting retail experiences*: Designed new service model and in-store interventions targeting sleep apnea for Fortune10 retail pharmacy, navigating Covid restrictions to lead qualitative and quantitative research before scaling to 10K stores
- *Reimagining onboarding*: Built 5-day experience for ~25 hires/week—including company narrative, full schedule, daily podcast, companion handbook, and intimate cohort experiences—following doubling of global tech company's headcount
- *Developing transformation models*: Coached and partnered with CEO and Executive Team of \$1B+ private aviation company to create and articulate transformational business priorities and 3-year strategic roadmap for staff of 300+
- *Promoting culture initiatives*: Supported planning and execution of org's first-ever Pride celebration in 25-year history

INDEPENDENT INNOVATION PROJECTS

2018 - 2020

- *Finding moments to celebrate*: Proposed offerings to SVP of major US airline around moments of joy during group travel
- *Human-centered UX*: Won Lowe's Business Challenge with new segmentation framework and front-store interface
- *Designing Pitch Decks*: Translated business case into compelling visual narrative for company bringing digital books to life

CODEVERSE (coding after school program with 3 retail locations)

Chicago, IL

Analytics and Growth Intern

Spring 2019

- *Building new data tools*: Self-taught SQL to run customer LTV analysis, identifying \$50K in monthly misallocated revenue

CATES TUTORING AND EDUCATION SERVICES (growth-stage educational startup)

New York, NY

Director, Curriculum & Training

2017 - 2018

Hiring Manager

2015 - 2016

Senior Tutor

2012 - 2016

- *Launching products*: Appointed by CEO to lead cross-functional team prototyping an online data platform to unify teaching methods, gather student data, and differentiate company, ultimately raising student performance 30%
- *Leading student inclusion*: Expanded existing nonprofit partnerships to reach 500 low-income students across US & UK
- *Fostering client relationships*: Partnered with +100 K-12 students to prepare for standardized tests, improve general study habits, and execute college applications, generating a robust and loyal client referral network

SUCCESS ACADEMY CHARTER SCHOOLS (NY's largest network of K-12 charter schools)

New York, NY

Parent Engagement Marketing Manager

2016-2017

- *Segmenting growth markets*: Built model to merge census data with previous outreach campaigns, pinpointing under-served customer segments and creating more targeted outreach effort which increased applications 190% YOY
- *Supporting peers*: Introduced p2p curriculum on presentation skills and persuasion psychology with 65% staff participation

PROFESSIONAL ACTOR

Across two dozen states

Performer in 40+ productions, workshops, and concerts; Member of Actors Equity Union

2009 - 2016

Education

KELLOGG SCHOOL OF MANAGEMENT + SEGAL DESIGN INSTITUTE, MCCORMICK SCHOOL OF ENGINEERING

2018 - 2020

NORTHWESTERN UNIVERSITY

Evanston, IL

MMM Dual Degree Candidate, MBA and MS in Design Innovation, June 2020 (GMAT: 760, Dean's List)

- *Leadership*: MMM Program VP of Academics, Innovation+Design Trek Leader, Pride@Kellogg
- *Study abroad*: Cape Town Graduate School of Business (Winter 2020)

HARVARD UNIVERSITY

2005 - 2009

Artium Bacheloris (A.B.), Major: Psychology, Minor: Dramatic Arts

Cambridge, MA

- *Awards*: Elliot for Theatre (2 of 800), Signet Society of Arts & Letters (60 of 6600), Grant for Teaching (1 of 40)

Additional Information

- Mentor for SEO Scholars (preparing college applications) and Upkey (imparting business skills after Covid cancelled internships) (2020)
- Talma Israel Program: Summer ESL Teacher, advised Israeli Ministry of Education on strategic plan to double program size (2015)
- Proficient with design, research and data visualization tools: Adobe Creative Suite, DScout, Excel, R, Ruby, Sketch, SQL, Tableau
- Interests: theater, biking, American modern art 1920-1960, crime documentaries, US politics, Survivor, podcasts