

KAT GARCIA

A Polymath: A person known to draw on complex bodies of knowledge to solve specific problems



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WWW.KATGARCIAONLINE.COM

GROWTH ARCHITECT – CORPORATE VENTURE CAPITAL /

ABOUT |

Industry: Corporate Venture Capital / Professional Services

Industries Served: Fintech, Fintech in LatAm, Consumer, Luxury, Gaming, Healthtech, Proptech, Real Estate, & more.

Location: New York, Manhattan Beach

BCGDV invents, launches and scales revolutionary new ventures with the world's most important companies. We help corporations think and act like venture capitalists through a portfolio of investable business ideas and a relentless dedication to consumers. We've also pioneered new ways of sharing the risks and upside of corporate venturing with our collaborative partners.

Growth Architects at DV are responsible for incubating growth thinking into our ventures at every stage, from ideation to customer adoption. They continuously seek to evolve the industry standard for growth best practices, rapidly inventing transformative new strategies to validate launch and scale our ventures. Their work spans across product, finance, marketing and technology, and they drive successful growth by leveraging the symbiotic relationship that exists between them. Through a hypothesis-driven, rapid test and learn approach, they strategize, implement and execute go-to-market activities that ensure best in class customer acquisition, engagement and retention, while ensuring the revenue side of the bottom line of ventures is healthy. Moreover GA's support strategy consultants leading workstreams on projects from time to time while running growth modeling / financial modeling for private equity partners on due diligences.

RESPONSIBILITIES |

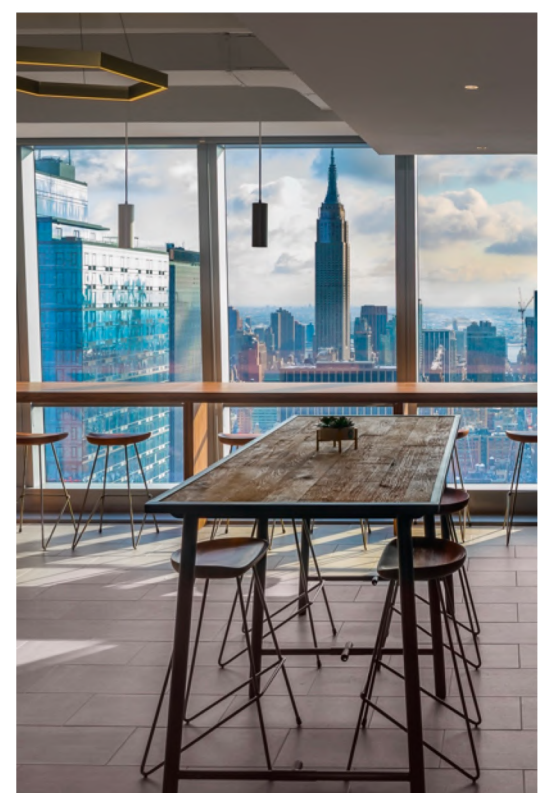
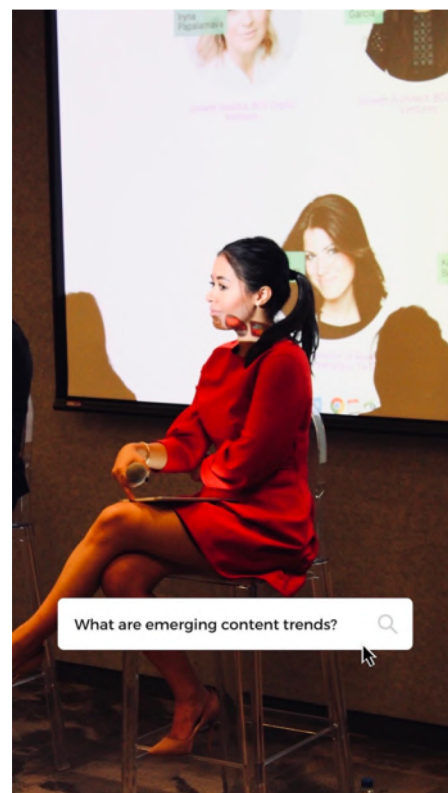
- Define and validate core KPIs, such as cost per metrics (CAC, CPA, CTR), retention (churn rates), ROI and LTV to drive the business and support the financial model and inputs on the business models of ventures
- Due diligence support of private equity firms and the Boston Consulting Group Inc. (i.e. support in financial modeling, growth modeling, market analysis, and general strategy consulting responsibilities)
- Be responsible for input on growth strategy, execution, and optimization of venture campaigns
- Provide input into multi-channel growth optimization strategies
- Creating and managing ongoing optimization efforts of Paid Social campaigns, including daily budget monitoring, bid management, audience planning, creative, and full-funnel conversion strategy based on performance history

FEATURED VENTURES |

- Interim Head of Go-to-Market for digital bank (Innovation and Incubation phases) – set to launch in 2021 with one of North America's largest financial institutions
- Interim Head of Growth for M&T's newest venture – Nota. The newco helps small to mid-sized law firms manage their IOLTA accounts.
- Various due diligences on both LatAm gaming and fintech markets for The Boston Consulting Group and one of the world's most important private equity firms
- Head of Go-to-Market for LatAm retailer breaking into fintech – set to launch in 2021
- Other venture roles have included financial modeling / growth modeling in real estate, insurance, consumer and luxury

Phenomenal Growth

-  **100+**
Ventures built & launched with Fortune 500 partners
-  **294+**
Innovation Sprints
-  **1000+**
Employees globally
-  **9**
Global centers
-  **4**
Satellites and Labs



ABOUT |

Industry: Professional Services

Industries Served: Hospitality, Communications/Media/Technology, Financial Services

Location: New York, San Francisco, Toronto

#1 Worldwide Digital Agency (AdAge, 2017)

- Assisted Marriott Hotels on innovation partnership with Accenture Digital and 1776 to brainstorm alongside travel / hospitality startups on potential acquisitions, new products, services, partnerships and more for Marriott and the travel industry, in general.
- General Business Development – Entertainment Company, Telecom/Network Provider(s), Government, Large International Hotel Brand, Major International Airline, etc.: Worked on multiple RFPs driving the strategy with Accenture C-Suite executives and Managing Directors on Performance Marketing, Media Buying, Digital Transformation (CRM) and other Marketing initiatives for a multitude of existing and potential clients.
- Business Development – Entertainment / Government: Managed a cross-functional team to drive a 200-page RFP winning a three-year Digital Transformation deal valued over \$10M in the span of two weeks.
- Media Buying – Major Canadian Retail Brand: Reformed the brand’s media buying strategy by analyzing its marketing spend, past and present campaigns (budget, bids, content strategy) and analyzed KPIs to recommend an approach improving their ad spend.



EXPERIENCE

Create differentiated and compelling experiences that build engagement and lower transaction costs with customers, employees and partners by putting design and user-focused strategy at the heart.



MARKETING

Design and deliver personalized, continuously optimized customer interactions and marketing activities seamlessly across touchpoints to maximize conversions, acquisition, engagement and loyalty.



CONTENT

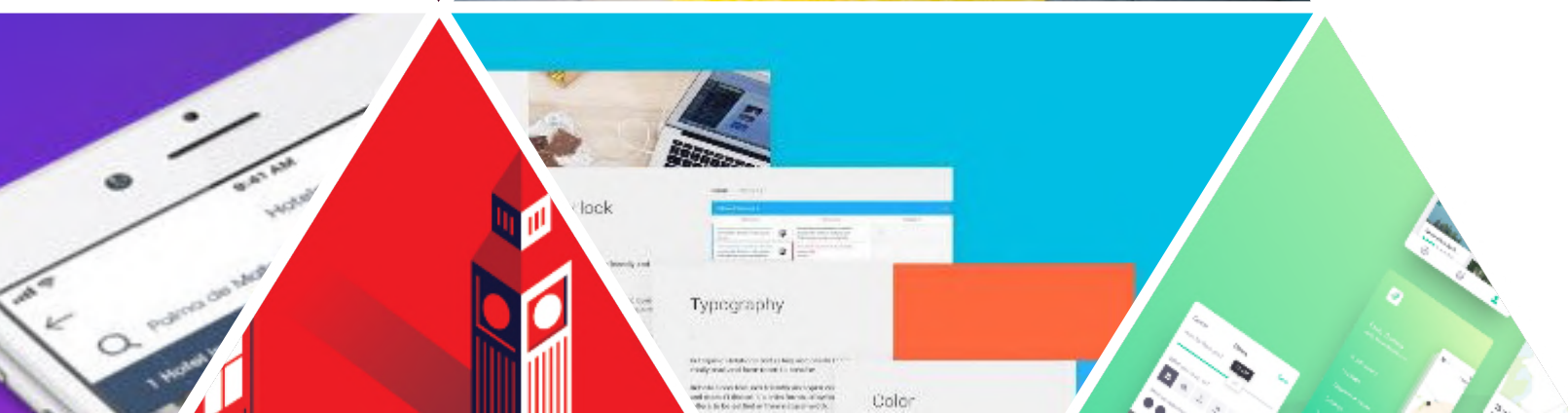
Scale global content management and de-coupled production to optimize speed, cost, quality and reuse across brands, channels, and geographies, to get the right message to the right customer at the right time.



COMMERCE

Boost revenue and customer satisfaction through [end-to-end ecommerce](#), [sales and service solutions](#) that unify digital and physical experiences, personalized to empower customers and employees at scale.

A FEW OF OUR CLIENTS |





MANAGEMENT CONSULTANT – STRATEGY & PURE CONSULTING

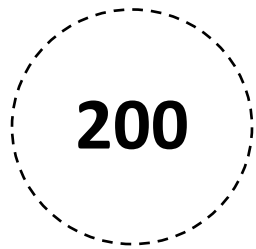
ABOUT |

Industry: Professional Services
 Industries Served: Hospitality, Communications/Media/Technology, Financial Services
 New York, San Francisco, Toronto

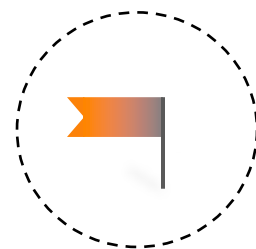
Accenture is a leading global professional services company, providing a broad range of services and solutions in Strategy, Consulting, Digital, Technology delivery, and Operations, through 5 Operating Groups: Communication, Media, and Technology; Financial Services; Health and Public Service; Products; and Resources. Accenture has helped clients with their most challenging problems for nearly 60 years.



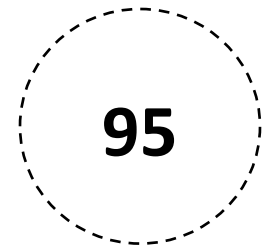
Operating Groups include Communications/Media/Technology, Financial Services, Health & Public Services, Products and Resources



Operating in over 200 cities around the globe



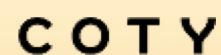
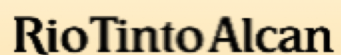
Operating in over 120 countries worldwide for nearly 60 years



Clients include 95 of the Fortune Global 100

- Program Management & Experience Design Consultant – Investment Bank: Assisted a large investment bank in creating a new platform by driving the UX/UI design and Workstation part of the project. Lead over 20 workshops with C-level suite executives and stakeholders touching the program’s entirety (valued at over \$100M). Owned the project management aspect utilizing Jira given Agile environment. Project Management, RFP responses, requirements/features building (user stories, epics), user research, personas, journey mapping, etc.
- Change Management Lead – Software Company: Assisted a Fortune 100 and large software company transition to the Digital Age by assessing the efficiency of current software training methods and proposal of new solutions improving the user experience of Sales Partners (representing \$10B in sales) and Customers.
- Other Projects: Business Analysis for Digital Transformation of Major Airline (passenger reservation system); Business Development for Telecom, software companies, major retailers, and more.

A FEW OF OUR CLIENTS |



ABOUT |

Industry: Publishing

- Wrote and edited “The Director’s Chair: Leadership Lessons from the Theatre”, an article discussing what leaders (specifically business leaders) can learn from the rigorous training actors. Actors’ formation and craft involves character building, showing empathy to others, and learning how to improvise under pressure all valuable in leadership.
- The goal was to bridge the world of business – one in which intellect (quantitative) is valued over emotional intelligence (qualitative) – and the world of the arts and theatre. Leadership does not belong to a discipline and if anything the most sought out leaders understand the importance of inter-disciplinary knowledge. Dale Carnegie, Stephen Covey, Ray Dalio, and many others have professed the importance of living consciously and developing emotional intelligence through well-constructed advice. Shedding light on my background as a Canadian TV/Film actress and graduate from McGill University in Finance, Information Systems and Marketing is how I constructed my point of view.
- Received considerable feedback from: award-winning author, Malcolm Gladwell; Canada’s Chief of Staff, Katie Telford; The Liberal Government of Canada; Esteemed professor and philosopher, Henry Mintzberg and many more.
- Press / Media: Interviewed by ABC News Australia on the article, as well as, by CJAD / Virgin Radio

Latest publications:

- “I Can’t Take It Anymore!”: How To Cope With The Lockdown As An Extrovert (Forbes, Wharton Business School, Selecciones Mexico, Reader’s Digest Mexico)
- "WestJet CEO Ed Sims pushing 'through the grind' of his honeymoon phase" (Globe & Mail)

The Director's Chair: Leadership Lessons From The Theater



This piece was co-written with Kathleen Garcia-Manjarres.

Karl Moore
 Contributor
 7 articles about how leadership must be reimagined

FULL BIO >



An actor's job is to create and bring to life characters, much like a senior leader may have to put on a game-face in order to better lead a team. Traditionally, analysis and critical thinking were valued over emotional intelligence and people-skills due to the fact that the former are more easily quantifiable. In today's digital age, much has changed. Dale Carnegie, Stephen Covey, Ray Dalio, many others have professed the importance of living consciously and developing emotional intelligence through well-constructed advice. Emotional intelligence has the power to improve business decisions by considering politics and relationships.

We believe that business can learn a great deal from actors. Actors' formation and craft involves character building, showing empathy to others, and learning how to improvise under pressure all valuable in leadership.

Internalization: Don't Act Like A Leader – Be A Leader

While each actor has a methodology that works for him or her, the most popular approach is the Stanislavski system, which stresses emotional memory and internalization. Through a series of steps, actors can bring their characters to life, get inside their minds, and more generally, understand the human condition. Internalization means one will not fake his or her emotions when playing a part, but rather channel their own past memories and feelings to genuinely feel what their character feels.

Uta Hagen, a noted German stage actress who originated the role of Martha on Broadway's *Who's Afraid of Virginia Woolf* by Edward Albee, stated, "You experience most human emotions by age 18." Therefore, a senior leader's emotional memory should be more than sufficient to call on past memories to become who they must be in a particular circumstance. Karl's current research on business leaders is studying introverts – specifically, how introverts must sometimes act like extroverts when the business setting requires it. Though an actor is not a serial killer, through internalization they can play the part of one by recalling a time in their private lives when they felt, for example, a lack of empathy. Comparably, an introverted leader can think of a time in their lives when they felt open and powerful in order to play the part of an extroverted executive when stepping into a boardroom filled with potential investors.

Leading With Emotional Intelligence

The rigorous training actors go through is emotionally and physically consuming. A large part of an actor's training is building an understanding of their character, their desires, their main obstacle, and the action taken in order to reach their objective. When breaking down a character, an actor must ask themselves certain questions in order to successfully understand their character and world. Leaders can do the same by taking stock of their own goals, short- and long-term obstacles, and main motivations, of themselves and others.

Successful leaders need to understand the stakeholders in their environment, including private investors, the general public, competitors, etc. Recognizing and understanding these players' own objectives and obstacles helps leaders empathize and take more conscious actions. By analyzing a scene from an outsider's perspective, leaders can improve their negotiation skills and emotional intelligence – as they won't be solely doing it for their own character, but with consideration of the scene in its entirety and all the players in it.



LIBERAL PARTY & GOVERNMENT OF CANADA



MALCOLM GLADWELL



HENRY MINTZBERG

FOUNDER & CONTENT STRATEGIST

ABOUT |

In 2007, the "Katgarciaonline" brand was a YouTube channel and website catering to 13-17 year old teens looking to break into the acting industry. As a Canadian TV/Film actor, Kat Garcia, gave her audience advice and also showcased her talents as an entertainer, backstage views into her life on television show, Tactik by Telequebec / TV5 Monde where she was a recurring principal and more.

The content brand has seen more than 1M YouTube views, 5K YouTube subscribers, 15K Instagram & Facebook followers, and a growing email list.

As the influencer economy boomed and Fortune 500 began to understand the business value, the brand relaunched as a resource for young professionals. In 2020, the channel celebrates 13 years and the evolution of the channel is apparent. Portfolio brand, "The Corporate Diary", is where Garcia interviews women in male dominated fields ranging from investment banking, VC, consulting, government, gaming industry and more. She also alludes to her own journey as a minority woman in the corporate world.

RESPONSIBILITIES |

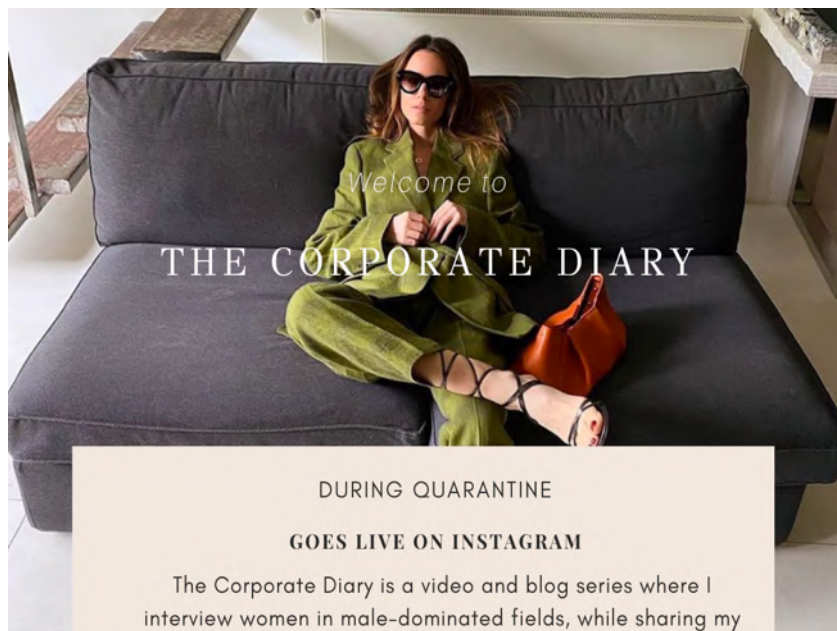
- Content creation and mastering platforms like Final Cut Pro X, Adobe Photoshop, Canva, Mailchimp, Squarespace, Instapage
- Content planning and respective tools: UNUM, Sproutsocial, Hootsuite
- Growth marketing and respective tools: Running market viability tests and digital ads using Google Analytics, Mixpanel, Facebook Business Manager, Instapage, and more
- Content Strategy: Mastering content strategy through creation, distribution and optimization; social media trends research; partnership expansion (i.e. Ministry of Supply; Youtube partners, such as, Lerer Hippeau, Athena Club and renowned model and fashion blogger, Sonya Esman, etc.)

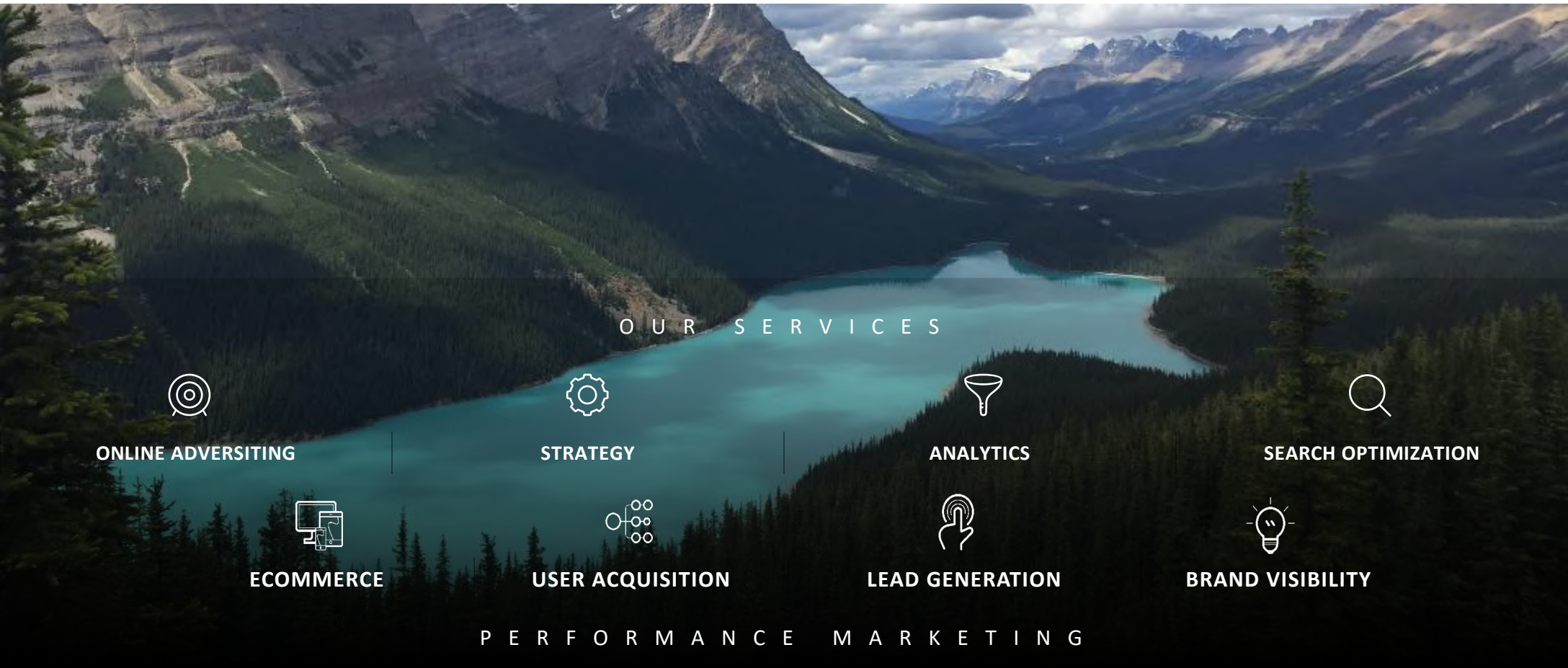
GUESTS (not limited to...) |

- Stephanie Cohen – Director of Platform – Lerer Hippeau
- Meagan Prins – Investment Banking Analyst – Goldman Sachs
- Helena Merk (Founder of Glimpse / YC Fellow 2020)
- Sabrina Gheissari (Product Manager at Divison Of & Former Trader at Brown Brothers Harriman)



Working as a Goldman Sachs Investment Banker | The... Working as a Goldman Sachs Investment Banker | The... Andrea Wood talks about working in the gaming... Annie Cao on Diplomacy & Foreign Affairs | The... Steph Hon on Founding Travel & Beauty Startup | Th...





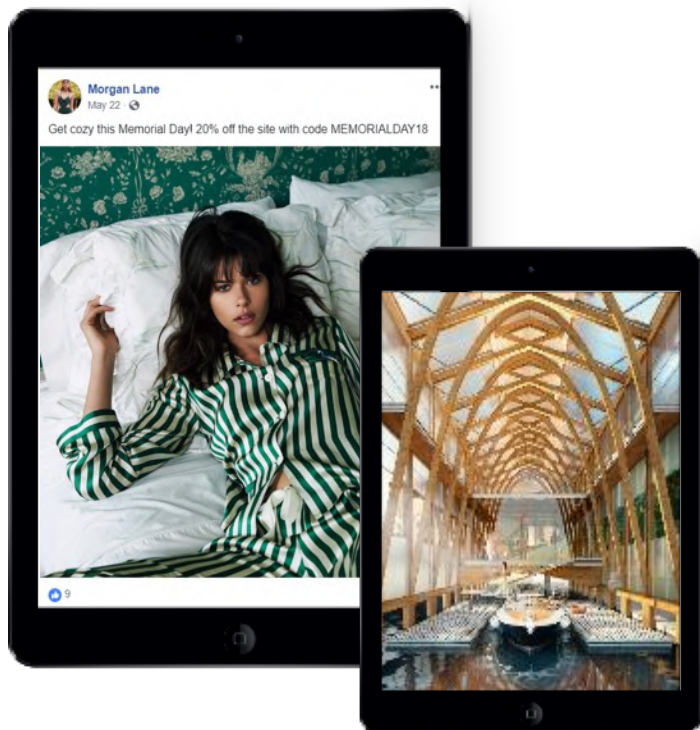
DIGITAL ADVERTISING SPECIALIST

ABOUT |

Industry: Advertising
Industries Served: Hospitality, Ride Sharing, Retail, Luxury
50 employee – start-up
Vancouver

- From tried and tested channels like Google AdWords and Facebook Ads to the most cutting edge digital media buying platforms, built, managed and optimized advertising campaigns obtaining Google Partner status and Adwords certification.
- Provided transparent insights across eCommerce, user acquisition, lead generation, and brand awareness campaigns. Optimizing existing websites and performing SEO during site re-development leveraging Google’s best practices and search quality guidelines.

A FEW OF OUR CLIENTS |



Uber

 lululemon

westbank

MORGAN LANE

ARC'TERYX

EXECUTIVE SUITES
HOTEL & RESORT

DETAILED SERVICES |

- Search advertising
- Social advertising
- App advertising
- Retargeting
- Media buying
- Shopping ads
- Video ads
- Channel exploration
- Analysis
- Planning
- Process
- Evaluation
- Technical Optimization
- Page-Level Optimization
- Content Strategy
- SEO Training



ABOUT |

Posh Avenue was created as an e-commerce back in 2012. Catering to an international market with eco-friendly and trending designs, it captured the modern day “posh” girl. In late 2015, Posh Avenue was rebranded as a lifestyle blog.

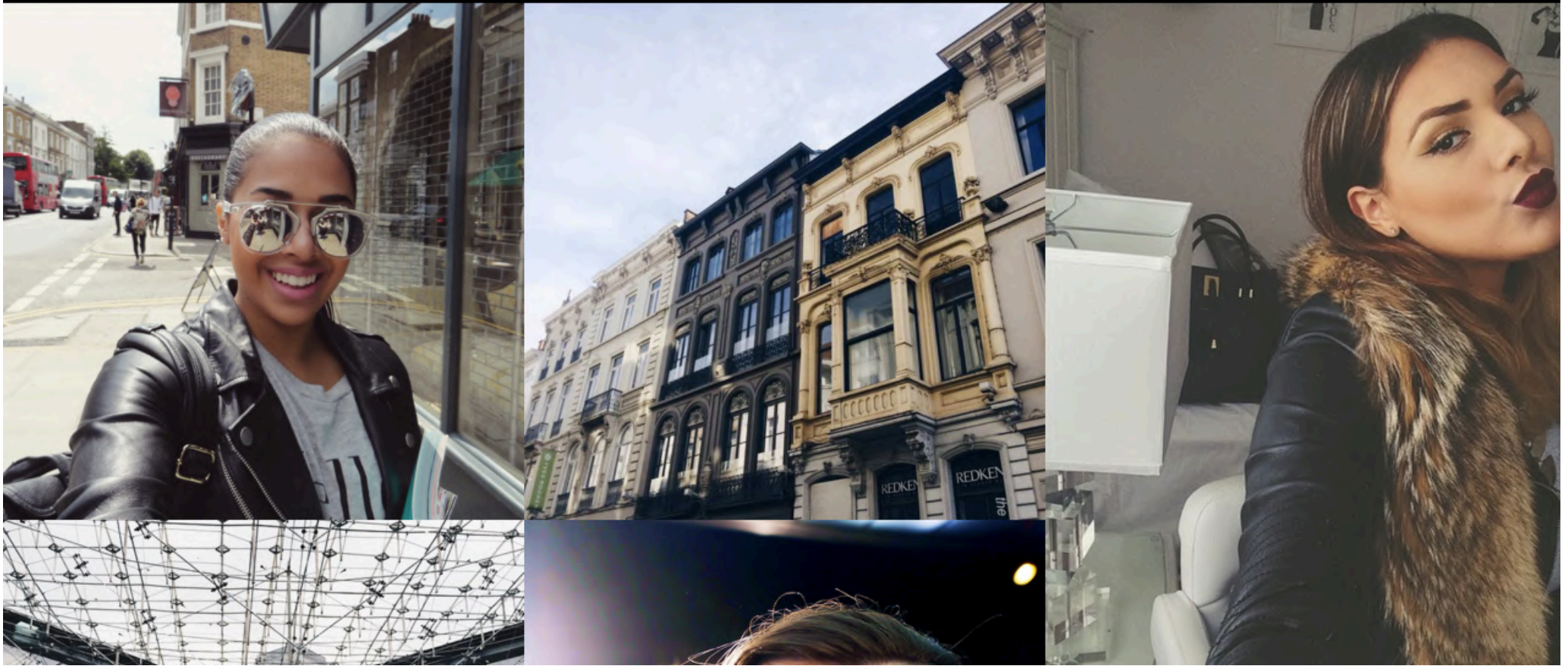
Industry: eCommerce / Fashion
 Field: Entrepreneurship / Operations
 Partnership
 International

RESPONSIBILITIES |

Responsible for creating and executing the business plan, marketing plan; operations management; brand management; design and creation of all promotional material.

- Operations management & Accounting – VBA, EXCEL
- Website (minor coding and content) – HTML, CSS, JAVASCRIPT
- Social Media Platform & Analytics – Hootsuite (Facebook, IG)
- Photography (photo-shoots, post editing and concepts) – ADOBE
- Marketing Research / Surveys– SPSS (statistical software)





NORTH AMERICA

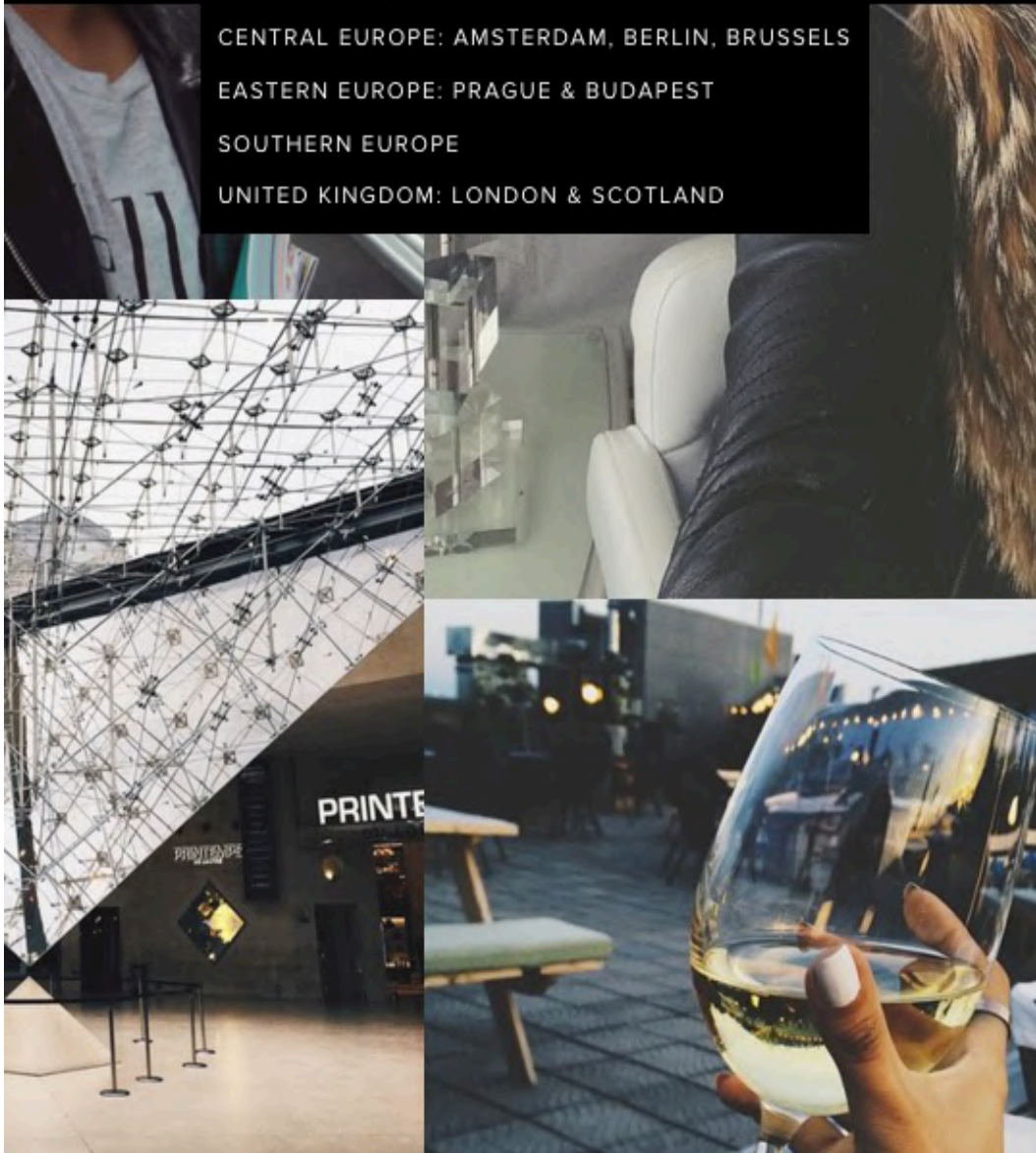
SOUTH AMERICA

CENTRAL EUROPE: AMSTERDAM, BERLIN, BRUSSELS

EASTERN EUROPE: PRAGUE & BUDAPEST

SOUTHERN EUROPE

UNITED KINGDOM: LONDON & SCOTLAND



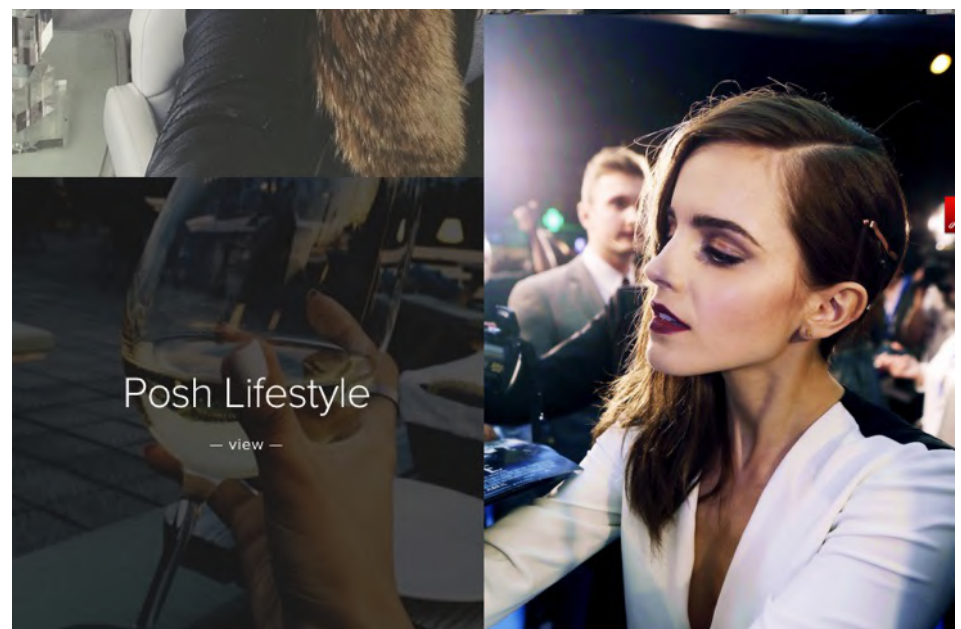
POSH AVENUE

REBRANDING

Rebranded from e-commerce to blog. Posh is a digital platform where two sisters simply discuss what they think the “posh” life is. It incorporates travel, lifestyle and fashion. A fun simple blog spurring from a refined idea.

Website in 2016

www.poshavenueboutique.com



LOGISTICS & MARKETING |

Industry: eCommerce
Montreal

Beyond the Rack is a renowned million dollar e-commerce specialized in flash sales. During this time, managed a small cross-functional team and provided assistance on a logistics-related project involving information technology and marketing. The work consisted mostly of both inside sales and account executive work (closing accounts), IT implementation and project management.

- Mentored and worked directly the CIO/COO of Beyond the Rack – current Chief Supply Chain Officer at Staples known for his work as VP Global Logistics at Starbucks and Director of Global Transportation at Amazon.com.
- Secured, created and managed 40 + accounts and partnerships for the project in 3 months.
- Strategic business development and partnerships – prepared and created the marketing details and platforms for the project and led presentations for potential investors and partners at franchise head offices.



CO-FOUNDER AND CREATIVE DIRECTOR FOR DESAUTELS' FASHION BUSINESS UNCOVERED

RESPONSIBILITIES |

Responsible for creating and maintaining the brand image of FBU (brand management); creation and execution of marketing plan/strategy; design and creation of all promotional material in collaboration with the communications team.

- Created promotional strategy (standard marketing plan & social media platforms)
- Directed & edited the promotional video (Vimeo Title: Fashion Business Uncovered Promo)
- Created all visual content presented at the event (logo, posters, digital media ads, etc.)

ABOUT |

“Spend a day in the life of some of Canada's most inspiring leaders from the fashion industry. Through a number of panels and speaker series, FBU will make you discover the backstage of the fashion business.”

Fashion Business Uncovered is an initiative from McGill students who want to build visibility around the fact that the fashion industry is not limited to design and modelling but in fact is driven by different aspects of business and management.

SPEAKERS |

- CFO of Chanel (Global) - Philippe Blondiaux
- VP Human Resources of Aritzia – Christine Roberts
- Founder & CEO of The Business of Fashion - Imran Amed
- Director of E-Commerce for Brown Shoes – Richard Sejean
- VP Human Resources of Le Chateau - Wendy Stapleford
- Representatives from Frank & Oak, Aldo Shoes, Mackage, Lululemon and many more...





The credits to my name span across diverse industries that may not seem similar at first glance, however an overarching theme in my life is the cross between creativity and analysis. I understand different facets of management due to my extensive and distinct experiences; they have allowed me to strategize in innovative ways, bridge gaps and solve business problems through a set of creative tools.

I work in Growth and Corporate Venture Capital at BCG Digital Ventures – the corporate investment and incubation arm of the Boston Consulting Group. Previously, I was at Accenture - the largest management consulting firm – as a management consultant with a passion for technology in the digital age. I am a former Canadian television and film actor having written what such a discipline can teach business leaders in Forbes – as an active contributor.

In my spare time, I interview women in male dominated fields ranging from investment banking to the video game industry marrying my former career in film to my omni-present one as a business woman: Catch new episodes of “The Corporate Diary” on YouTube or website where I shed light from a feminist point of view, while candidly speaking about my personal journey in the corporate world as a minority.

Contributor to: Forbes, The Financial Post, The Wharton School Leadership Digest, The Globe & Mail, & Reader's Digest Mexico.