

SAGAR A. POONAWALA

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WORK EXPERIENCE

DIRECTOR OF STRATEGIC INITIATIVES

2018 – 2021

Medicend, New York, NY

Worked with C-Suite to identify, develop and execute a variety of critical strategic initiatives for B2B SaaS startup

- Conducted top-down fundamental research to build a comprehensive landscape of the healthcare industry, identifying major pain points across the continuum of care affecting patient satisfaction scores.
- Developed and utilized a balanced go-to-market strategy defined by core customer identification, tiered pricing strategy based on a range of bespoke offerings and targeted outbound marketing plan (large multi-hospital health systems). Successfully secured pilot contract with an eight-hospital network with over 2,000 beds.
- Built detailed financial, operational and sales funnel dashboards to track performance across KPIs and share learnings with the executive team to drive informed decision making and prioritization.
- Led regular meetings highlighting performance, initiatives and planning to key stakeholders (investors, board, etc.).

HEAD OF STRATEGY/FINANCE

2017 – 2018

Renewal Mill, San Francisco, CA

Spearheaded and implemented strategic initiatives at Tech-Stars-backed tech-driven CPG and ingredients startup

- Identified product-market fit by mapping emerging trends, headwinds/tailwinds and growth prospects within the broader consumer foods industry; developed and executed a two-pronged strategy that achieved accelerated growth from two independent but synergistic revenue streams – B2C consumer products market and B2B ingredients supplier market.
- Achieved 200%+ growth QoQ by cultivating and closing strategic partnerships with prominent retail outlets and their suppliers, including a 1,400-store agreement with a major convenience store supplier.
- Built comprehensive financial and operational models using MS Excel; designed a variety of dashboards to continually monitor actual vs. forecasted operational and financial KPIs in real time.

CO-FOUNDER

2012 – 2017

Bombay Local, Philadelphia, PA

Created from scratch, operated, and successfully exited a scalable, critically-acclaimed fusion food concept.

- Product tested offering throughout the Philadelphia area utilizing brick and mortar and mobile kitchens to perfect offering.
- Drafted an extensive business plan that utilized a wide variety of primary and secondary research that focused on the competitive landscape, SWOT analysis, product differentiation and detailed financial analysis.
- Developed an out-of-the box marketing strategy tailor fit to target audience that resulted in 25+% growth YoY.

HEDGE FUND ANALYST

2006 – 2012

Foxhill Capital Partners, Princeton, NJ

\$250 Million+ Multi-Strategy Hedge Fund. Strategies included long/short equity, event-driven and distressed debt

- Sourced and analyzed over 100 opportunities in several sectors including Consumer/Retail, Industrials and TMT.
 - Equity Opportunities: Conducted primary and secondary research, built bottoms-up financial and operating models, performed capital structure and sensitivity analysis, conducted and evaluated industry dynamics and competitive landscape, performed channel checks, including conversations with customers, suppliers, management and experts and participated in investor meetings.
 - Credit Opportunities: Analyzed credit/distressed opportunities through recovery analysis, liquidation analysis and review of credit agreements and bond indentures.
- Actively monitored existing investments and made portfolio recommendations. Was responsible for at least 10% of the portfolio at any given time.

INVESTMENT BANKING ANALYST

2004 – 2006

Gordian Group, New York, NY

- Advised and executed various transaction alternatives (M&A, Equity/Debt Financing, etc.) by building complex operational and financial models in MS Excel (Discounted Cash Flow, LBO, liquidation, merger, etc.)
- Drafted several research reports published bi-weekly in Fridsonvision's *Distressed Debt Investor*, which highlighted fundamental industry analysis, assessment of companies' capital structure, and operating performance.

EDUCATION

NEW YORK UNIVERSITY (THE STERN SCHOOL OF BUSINESS)

2000 – 2004

Bachelor of Science – Finance and Management