

James Motyl

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SUMMARY

I am an MBA from LBS who thrives in high-growth, fast-paced, environments. I have experience scaling "0-to-1" startups and optimizing established businesses. I have expertise at bridging the gap between strategic vision and execution, with demonstrated success in financial modelling, managing investor relations, and investing. I am a data-driven problem solver who excels in solving complex problems, working with limited information, and optimizing processes.

EDUCATION

- 2022 - 2024** **London Business School, London, United Kingdom**
MBA degree
- 2016 - 2019** **Cornell University, Ithaca, NY, USA**
BSc Industrial and Labor Relations, GPA 3.71/4.0, Dean's List

BUSINESS EXPERIENCE

- 2025 – 2026** **CORDON TECHNOLOGIES, London, United Kingdom**
B2B2C Agtech Startup, Focused on Viticulture, Software and Hardware
Chief of Staff/Founders' Associate
- Modeled and tested multiple financial scenarios based on different funding scenarios
 - Set up pricing and tier framework for software subscriptions and hardware; increasing customer LTV by 50%
 - Developed sales playbook and sales outreach and campaign that resulted in sales to 12% of UK vineyards by size
 - Set up purchasing, inventory, and receiving processes, decreasing missed invoices/orders by 95%.
 - Created and managed data rooms, pitch decks, and investors for 15+ VCs, provided market research and GTM planning for VCs
 - Spearheaded French Expansion plans included legal frameworks, tariffs, customs; met with the four major regions in France
 - Wrote and won £650k IUK Grant, organized consortiums for 2 other grants in progress totaling over £1m in potential funding
- 2024 – 2025** **STONE CENTRAL, New York State, USA**
B2B2C Privately Held Manufacturing Business, 100 Employees
Special Project Consultant
- Spearheaded B2C strategy development and implementation, resulting in a 15% increase in D2C business
 - Initiated and led website overhaul with SEO optimization, elevating company's Google search ranking to the first page and achieving continuous improvement in search result positioning
- 2023 – 2024** **ASTRONOME AI, London, UK**
AI SaaS Technology Startup, Launched@ Balderton Capital, TechStars '24
Founding Team, Operations and Sales Lead
- Collaborated on pitch deck and presentation for seed round, company closed a substantial seed round with premier investors and government support
 - Developed sales strategy and pipeline with prospecting software, compiled list and reached out to prospective clients taking company from 0 to 1
- 2019 – 2022** **STONE CENTRAL, New York State, USA**
Director of Strategy and Operations, Operations Manager
- Developed new customer program strategy to improve experience by implementing new technology in the business, increased margin from existing customers with same process by 10%
 - Led proactive strategies in supply chain mitigation during COVID-19, leveraging supplier relationships to secure priority access to critical materials and minimize disruption for 90% of product
 - Improved operational efficiency focused on value chain and inventory turnover times, responsible for a 4% increase in yield in 6 months and increased inventory turnover
 - Shifted focus from product driven to client driven model; revamped product list to cater to client's needs, raised prices simultaneously by 5% while improving customer feedback scores

ADDITIONAL INFORMATION

- **Nationality:** United States and United Kingdom Citizenship
- **Interests:** Investing, Reading, Travel, Golf, Skiing
- **Skills:** Tableau, Excel, SQL, Python, HubSpot, No/Low Code Tools: Lovable, Anti-Gravity, Velo
- **Investing:** Actively investing in equities for 10+ years, beating benchmark by an average of .5% a year