

## Juan Barrero

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### EXPERIENCE

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#### LETSBOX.IT

Miami, FL

Co-founder

August 2019 – Present

- Led product and go-to-market for logistics software start-up enabling shipments from the U.S. to LatAm
- Built product from 0 to 1 and scaled business to \$1m in revenue, >4k customers and >10k transactions
- Led \$500k fundraise and drove capital allocation strategy, hiring and resourcing
- Managed 3 engineers, building a consumer app and back-end integrations across various strategic partners
- Managed team of 2 marketers driving customer acquisition across paid and direct digital sources (FB/Google/Email), as well as 2 customer service professionals to maintain strong NPS
- Drove customer discovery, connecting with >1k prospective customers to understand pain points, improve user experience and unlock new market opportunities
- Re-engineered UI/UX through A/B testing to increase conversion rates by 100% backed by Amplitude, Google Analytics & Full Story data
- Performed data analysis on immigrant population densities and customers to drive go-to-market strategy

#### REVEAL

New York, NY

Founder

October 2021 – May 2022

- Led product development & managed 3 engineers to build a Web3 social network by aggregating blockchain data and turning it into a contextual layer where users can interact and follow each other
- Designed app UI/UX on Figma to create the visual layer, user flows, and functionality
- Secured partnerships with POAP & Cyberconnect enabling beta launch to attain 2,000 users
- Scrapped multiple on-chain APIs to collect and manipulate data and implemented a decentralized following
- Authored internal tokenomics white paper on a social economy protocol driving interest from investors
- Accepted into Launch House Web3 accelerator
- Celo protocol committed \$50k grant for us to integrate their on-chain data onto our product

#### CREDIT SUISSE

New York, NY

Investment Banking Summer Analyst, Power, Utilities & Renewables Group

June 2017 – August 2018

- One of the top ranked summer analysts two consecutive summers, received a return offer to join full-time
- Analyzed risk for debt financing of Tesla bond offering, post Tesla's acquisition of SolarCity
- Drove financial and valuation analysis for live sell-side deal of \$1bn utility assets owned by a PE group
- Won a bookrunner mandate on a \$500m common equity offering for Sempra Energy
- Drafted a pitch book for an asset swap between two multibillion-dollar utility companies
- Built DCF and LBO models for a LS Power generation asset; forecasted a 16% IRR and determined that the asset was overvalued in my sell-side pitch presentation to VPs on the floor

### EDUCATION

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#### THE UNIVERSITY OF CHICAGO

Chicago, IL

Bachelor of Arts in Economics, Honors

June 2019

- GPA 3.7/4.0 Dean's List 2015-2019
- University Scholar, Doug Paul Scholar
- Relevant Coursework: Financial Accounting, Intermediate Economics I/II/III, Multivariable Calculus

College New Venture Challenge (CNVC)

- Founder of Jiiru, a two-sided marketplace that connects sports coaches and trainers
- Accepted into 3-month startup accelerator culminating to a pitch competition with investors and awarding finalists \$50k, part of the NVC accelerator which has incubated Braintree, Grubhub, and Simple Mills

University of Chicago Varsity Soccer

August 2015 – June 2017

- Trained 25+ hours per week and competed in NCAA games and tournaments
- Achieved undefeated season (ranked #1 in NCAA), and supported a conference championship ('16)

### SKILLS AND INTERESTS

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**Skills:** Proficient in Agile development, Google Analytics, Excel, Jira, Amplitude, Full Story, Figma, Google Ads, Facebook Ads, Webflow, Active Campaign. Basic HTML, CSS, JavaScript, SQL.

**Interests:** Rock Climbing, Meditation, Boating, Family, Psychology

**Language:** Fluent in Spanish