

NICHOLAS BENJAMIN KRASNEY

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Experience

2017- **MIRA TECHNOLOGIES** **SAN FRANCISCO, CA**

Chief Operating Officer (based in Los Angeles)

Growth-stage IoT technology company backed by Atomic, 8VC, Lerer Hippeau, Ron Conway, and others. Starting with its industry-leading digital signage, Mira is building the operating system for brick & mortar.

- Started as advisor to help CEO, streamline processes in sales, marketing, and operations, grow the company, and articulate strategy and vision. Consulting role evolved into COO role.
- Leadership responsibilities have ranged from operations, engineering, marketing, recruiting, and supporting the CEO in business development and investor relations.
- Grew customer count ~50x in 6 months with dramatically reduced CAC. Implemented scrum-based operations and growth team. Recruited critical team-members, including executives, engineers, and marketers.
- Developed critical go-to-market relationships with 3 major telecom companies and 4 major SaaS brands.

2015- **SUPERSEQUENT (NEW VENTURE)** **LOS ANGELES, CA**

Founder and Chief Scientist

Developed digital marketing technology to create and launch new business concepts at scale. Created a multivariate optimization engine for display ads. Used optimization to launch new “Dollar Shave Club”-like consumer brands online.

- Statistical methods employed include Bayesian inference, design of experiments, AdPredictor/TrueSkill, Hierarchical Generalized Linear Modeling, random forest classification, and Thompson Sampling.
- Ad technology adapts allocation to performance throughout the marketing funnel.
- Other technologies developed include a new tool to extract customer needs from Amazon product reviews using word embedding classification/clustering, and a web and ad templating engine for easy multivariate testing.

2009-2013 **PHILO** **BOSTON, MA**

Co-Founder & President

Philo offers a package of top-rated television channels for just \$20. Watch live, save unlimited shows to watch later, or browse a huge library of content available on-demand. Philo has raised over \$100 million in capital.

- Raised venture capital from funders including New Enterprise Associates, Flybridge Capital Partners, respected angel investors (including founders of Facebook, Box, and XM Satellite Radio), and the Harvard Experiment Fund.
- Engineered enterprise-grade video encoding and distribution technology using only off-the-shelf consumer equipment.
- Developed content strategy, and relationships and agreements with Comcast, Dish Network, HBO, and other major media players.
- Designed novel TV Everywhere authentication mechanism to launch live video and HBO GO to universities.

Education

2013-2015 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**

Master in Business Administration, May 2015. Second Year Honors. Organizer of speaker series for Entertainment Media Club.

2005-2009 **HARVARD COLLEGE** **CAMBRIDGE, MA**

A.B., Physics, with necessary coursework for secondary degree in Economics.

- Research Assistant to Harvard Law School Professor Alan Dershowitz; contributed original research to book, *Is There a Right to Remain Silent?: Coercive Interrogation and the Fifth Amendment after 9/11*.
- Conducted original research in the fields of cognitive semantics and intuitive physics under the supervision of author and Harvard Psychology and Linguistics Professor Steven Pinker.
- Created and ran first sketch comedy TV show at Harvard (*Respectably French!*) and released dozens of comedic short films and a live musical.