

# CURRICULUM VITAE




**Anuar Heberlein** 

 Verified Expert in Management Consulting

 Management Consulting Expert

 Seattle, WA, United States

 Toptal member since January 4, 2017

## EXPERTISE

Due Diligence

Pitch Deck Consulting

Financial Analysis

Profit Improvement

Private Equity

Pricing Analysis

Market Research Analyst

Post-merger Integrations

Fintech

Investment Thesis Consulting

FP&A

Banking Consulting

M&A

Real Estate

Venture Capital

## Bio:

Anuar, a Bain alumnus with 20+ years of experience, specializes in advising private equity groups and Fortune 500 companies. He assists C-suite executives and investors in defining total addressable markets, conducting due diligence and merger & acquisition processes, and creating growth strategies. Anuar's expertise lies in the TMT sector, helping telcos and SaaS companies boost their topline through pricing and accelerating their growth through data-driven go-to-market strategies.

## Career Highlights

### Partner

Strategia Partners

### Senior Investment Banking Analyst

Bulltuck Capital Markets

### Senior Associate Consultant

Bain & Company

## Education Highlights

### Certified MBA (CMBA) Degree

INSEAD

### Bachelor's Degree

ITAM

# CURRICULUM VITAE

## Industry Expertise

Custom Software & IT Services

Education

Oil & Gas Exploration & Services

Finance

Investment Banking

Venture Capital & Private Equity

Healthcare Services

Mental Health & Rehabilitation Facilities

## Other Expertise

Digital Transformation

M&A Due Diligence (Financial)

Market Segmentation

Mergers & Acquisitions (M&A)

Pricing

SaaS

## Work Experience

### CC INVEST | Commodities & Gold Advisor

- 2018 – PRESENT Dedicated on trading platform, using technical and fundamental instruments, to bring the best possible performance for our traders.
- Managing portfolios over \$750K on financial markets for Italian Investors.  
Managing portfolios over \$2.1M on financial markets for British Investors.
- Personal dedication and advices on supporting the growth of our Investors funds, using financial plan over time and risk management.

### Partner

2012 - PRESENT

Strategia Partners

- Completed vendor due diligence for a high-performance specialty materials company, including the creation of a confidential investment memorandum that led to the sale of the company for \$1.8 billion.
- Defined the enterprise service offering for a top 3 cloud vendor by interviewing over 25 current and former CTOs and CIOs (the target audience) at Fortune 100 companies, including Uber, Citi, Johnson & Johnson, and Macy's.
- Achieved a 250% revenue increase for an edtech software company by defining a go-to-market strategy, including the target audience, messaging, enabling sales processes, licensing terms (pricing), and distribution channels.
- Raised over \$20 million for a pre-revenue medical device company in the neuro-imaging space by validating a valuation and helping the C-suite with negotiations with venture capitalists and private investors.
- Transformed the go-to-market strategy for a Fortune 500 SaaS player serving the financial industry by defining a target operating model that allowed the company to leverage platform sales of its different SaaS offerings.

## CURRICULUM VITAE

- Led a \$7 million series A capital raise for a London-based online travel agency and was responsible for generating a company valuation, defining the company's growth strategy, and finding strategic investors.
- Doubled the profit and increased revenues by 1.5x for a medical device company. To achieve this, we identified the appropriate market fit and contract research organizations and transformed the pricing from direct sales to subscription (SaaS).
- Led the creation of an SPAC that resulted in an IPO worth \$2.6 billion for an entertainment company. To achieve this, we closely worked with the SPAC founders to identify a target co, conduct due diligence, and syndicate investors, and private equity groups.
- Designed a digital account segmentation tool for a Fortune 100 consumer packaged goods company. The client had 300,000+ accounts and had no visibility at the C-suite level to define brand activations. Our tool was rolled out to the entire United States and then globally.
- Completed several transactions totaling \$100+ million for a top 5 telco for the past 5 years by helping our client identify acquisition targets, conducting due diligence, and aiding in negotiations.

Focus areas: Medtech, Management Consulting, SPACs, LTV:CAC, Market Segmentation, Relative Valuation, Equity Valuation, Pre-revenue Valuation, Pricing Models, Pricing, SaaS, Travel, Consumer Packaged Goods (CPG), Valuation, Valuation Modeling, Valuation Multiples, Market Assessment, Market Sizing, Business Strategy, Strategy, Leveraged Buyout Modeling, Leveraged Buyout (LBO), Private Equity Valuation, Private Equity, Investments, Corporate Finance, Finance Strategy, Finance Process Improvement, Finance Operation Improvements, Performance Management, Due Diligence, Market Research, Financial Planning & Analysis (FP&A), Mergers & Acquisitions (M&A), Real Estate, Venture Capital, Private Equity Consultant, Three-statement Modeling, Waterfall Modeling, Software as a Service (SaaS), Market Research & Analysis, Retail & Wholesale, M&A Due Diligence (Financial), Due Diligence Consultant, Customer Success, Go-to-market Strategy, Sales & Channel Enablement, Oil & Gas, Accounting, Ideation, Innovation Workshops, Digital Strategy, Retail Strategy, Pitch Deck Consultant, Investment Thesis, M&A (Buy-side)

### **Senior Investment Banking Analyst**

2009 - 2010

Bulltick Capital Markets

# CURRICULUM VITAE

- Restructured a \$7-billion debt, resulting in \$100 million yearly savings for the state of Mexico.
- Designed a \$35-million joint venture between a major private college and Mexico's largest fitness company.
- Structured and placed a \$25-million mezzanine loan for an Italian hospitality firm.
- Led the valuation and due diligence for the largest direct response TV company in Mexico, leading to the sale of the company for \$90 million to a global private equity group.

Focus areas: Private Equity Consultant, Management Consulting, Pricing Models, Venture Capital, Investment Banking, Valuation, Three-statement Modeling, Financial Reporting, Financial Modeling, Revenue & Expense Projections, Due Diligence, Cost Reduction & Optimization (Cost-down), Discounted Cash Flow (DCF), Capital Raising, Financial Benchmarking, Financial Planning & Analysis (FP&A), Mergers & Acquisitions (M&A), Real Estate, Market Segmentation, SaaS, Waterfall Modeling, Pricing, Software as a Service (SaaS), Market Research & Analysis, Retail & Wholesale, M&A Due Diligence (Financial), Due Diligence Consultant, Oil & Gas, Accounting, Ideation, Innovation Workshops, Retail Strategy, Pitch Deck Consultant, Investment Thesis, M&A (Buy-side)

## **Senior Associate Consultant**

2006 - 2009

Bain & Company

- Worked at Bain's private equity practice, which helped global private equity firms with commercial and financial due diligence projects, market assessments, and product and price benchmarks in several sectors, including software and CPG.
- Spun off successfully the financial services division of a Spanish energy company for \$150 million to GE Capital. Was responsible for conducting product and price benchmarks, generating a valuation of the company, and more.
- Led a global benchmark by region of the services offered to small and medium enterprises for a US global bank. Designed and redefined the firm's global strategy for the sector.
- Identified and implemented levers in the credit card division (activation, utilization, and retention—AUR model) that exceeded \$90 million in additional earnings for a global Spanish bank.

# CURRICULUM VITAE

- Developed a price-demand elasticity model for the largest beer bottler in Panama. Proved that the demand was inelastic. Presented the results to the CEO and avoided a price reduction that saved tens of millions for the company every year.
- Quantified and realized \$100 million in synergies/savings between the largest soft drink company in Mexico and a juice company during a post-merger integration project that occurred immediately after the company's acquisition.

Focus areas: Medtech, Private Equity Consultant, Management Consulting, SPACs, Pricing Models, LTV:CAC, Venture Capital, Pre-revenue Valuation, SaaS, Market Segmentation, Profitability Analysis, Three-statement Modeling, Market Research, Fundraising, Financial Modeling, Revenue & Expense Projections, Discounted Cash Flow (DCF), Due Diligence, Cost Reduction & Optimization (Cost-down), Capital Structure Analysis, Comparable Company Analysis, Financial Benchmarking, Cost Benchmarking, Business Intelligence (BI), Valuation, Portfolio Analysis, Price Analysis, Data Analysis, Financial Planning & Analysis (FP&A), Mergers & Acquisitions (M&A), Real Estate, Waterfall Modeling, Pricing, Software as a Service (SaaS), Market Research & Analysis, Retail & Wholesale, M&A Due Diligence (Financial), Due Diligence Consultant, Customer Success, Go-to-market Strategy, Oil & Gas, Accounting, Ideation, Innovation Workshops, Retail Strategy, Pitch Deck Consultant, Investment Thesis, M&A (Buy-side)

## **Brand Manager**

2005 - 2006

Procter & Gamble

- Served as the Tampax brand manager for Mexico and was selected as the only co-op responsible for leading a brand (instead of acting as an assistant brand manager).
- Launched the Tamapx Compak line and increased revenues by +30% (YOY) for the brand.
- Designed and launched all marketing activities for Tampax including new product launches, brand activations, and was in charge of implementing strategies to capture additional share of market.

Focus areas: Cost Reduction & Optimization (Cost-down), Customer Lifetime Value (CLV), Business Intelligence (BI), Business Planning, Profitability Analysis, Market Segmentation, Three-statement Modeling, Market Research & Analysis, Retail & Wholesale, Due Diligence Consultant, Accounting, Ideation, Innovation Workshops, Retail Strategy, Investment Thesis

# CURRICULUM VITAE

## **Certified MBA (CMBA) Degree in Business Administration**

INSEAD - Fontainebleau, France

2000 - 2005

## **Bachelor's Degree in Economics**

ITAM - Mexico City, Mexico

## **Skills**

### **Finance**

Due Diligence, Revenue & Expense Projections, Financial Modeling, Valuation, Data Analysis, Business Intelligence (BI), Comparable Company Analysis, Fundraising, Market Research, Profitability Analysis, Customer Lifetime Value (CLV), Private Equity Valuation, Leveraged Buyout Modeling, Valuation Multiples, Valuation Modeling, Pre-revenue Valuation, Equity Valuation, Debt Raises, Growth Capital Raising, Remittance, Price Analysis, Revenue Optimization, Lifetime Value (LTV), Customer Acquisition Cost (CAC), Pricing Strategy, Series B, Series A, Total Addressable Market (TAM), Venture Debt, Capital Placement, Private Equity, Discounted Cash Flow (DCF), Three-statement Modeling, Financial Planning & Analysis (FP&A), Mergers & Acquisitions (M&A), Budgeting, Equity Research, Pricing, Accounting, Investment Thesis, M&A (Buy-side), Financial Benchmarking, Capital Raising, Cost Reduction & Optimization (Cost-down), Financial Reporting, Portfolio Analysis, Cost Benchmarking, Capital Structure Analysis, Finance Operation Improvements, Finance Process Improvement, Finance Strategy, Corporate Finance

### **Output Software**

Microsoft PowerPoint, Microsoft Excel, Microsoft Word

### **Data & Analysis Software**

Capital IQ

### **Industry Expertise**

Healthcare, Consumer Products, Real Estate, Mining, Banking & Finance, Technology, Commercial Real Estate, Venture Capital, Retail & Wholesale, Oil & Gas, Medical Imaging, Medical Diagnostics

### **Geographic Expertise**

Canada, Argentina, Colombia, Mexico, United States, Latin America (LATAM), Peru, Panama, Chile

# CURRICULUM VITAE

## Other

Investment Banking, Business Planning, Performance Management, Investments, Leveraged Buyout (LBO), Strategy, Business Strategy, Market Sizing, Market Assessment, Consumer Packaged Goods (CPG), Travel, Pricing Models, Relative Valuation, Financing, Cash Flow Analysis, Equity Investment, Investment Ideas, Investment Strategy, Pitch Decks, Gold, Market Research & Analysis, Metals & Mining, Company Research, Corporate Benchmarking, New Project Pricing Systems & Analysis, Competitor Analysis & Profiling, Product Benchmarking, B2B, Design, Branding, Operating Models, Analysis, Research, Business Research, Financial Analysis, Profit Optimization, Performance Analysis, Customer Acquisition, Sales Performance, Channel Optimization, Funnel Optimization, LTV:CAC, Pricing Optimization, Competitive Intelligence, Go-to-market Plans, Medtech, Target Screening, Target Sourcing, Transaction Comparables, S&P Capital IQ, SPACs, Special Purpose Acquisition Companies (SPAC), Cloud, Google Cloud Platform (GCP), Go-to-market Strategy, Fintech, SaaS, DCF Modeling, Consulting, Management Consulting, Demand Sizing & Segmentation, Benchmarking, Joint Venture Development, Discounted Cash Flow Analysis, Market Segmentation, Data Mining, Strategic Planning & Execution, Waterfall Modeling, Management, Growth Strategy, Business Consulting, Post-merger Integration, Small Business Consultants, Private Equity Consultant, Family Office, Growth Strategy Consultants, Software as a Service (SaaS), Enterprise SaaS, Pricing Software, Digital Transformation, M&A Due Diligence (Financial), Due Diligence Consultant, Customer Success, Sales & Channel Enablement, Ideation, Innovation Workshops, Digital Strategy, Retail Strategy, Pitch Deck Consultant, Interviews, Medical Software, Price Positioning, Subscriptions, Subscription Pricing, Technology Subscriptions, Market Research Analyst, Market Entry, Revenue Strategy, Software Sales, User Interviews, Customer Interviews, Minimum Viable Product (MVP), Product Management.