

Ben Gusberg

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Crypto / Web3 Experience

University of Southern California - Marshall School of Business

Los Angeles, CA

Adjunct Professor

January 2023-Present

- Co-teach the FinTech Revolution course to undergrads and business school students, with specific focus on introductory blockchain concepts in a business context

Crypto Starter Kit

Web3

Project to help others learn the basics of crypto and blockchain technology by making the industry more approachable

Creator

November 2021-Present

- Compiled resources and created step-by-step guide to learning the crypto basics: <https://www.cryptostarterkit.org/>
- Published deep-dive essay on why I'm pursuing crypto, including a broad industry overview for beginners
- Taught introductory blockchain classes for universities, professional organizations, venture capital firms and more

Vitamin3

Web3

Text message-based newsletter providing a daily dose of web3 learning

Co-creator

May 2022-December 2022

- Co-created and co-wrote content to help folks learn about crypto / web3 in a familiar and easy-to-understand format
- Learn more at: <https://www.vitamin3.xyz/>

Entrepreneurial Experience

Supercharge

New York City

VC-funded, seed-stage professional networking platform

Co-founder & CEO

March 2022-Present

- Lead company strategy, hiring, fundraising, business development, operations, and more

Fashion Focus

Stanford, CA (Remote)

Livestream selling platform empowering creators, influencers and brands to host interactive live video shopping experiences

Co-founder & CEO

June 2020-September 2021

- Led 5-person team in ideation, prototyping and launching platform with sales conversion rate up to 8x industry average
- Interviewed 130 shoppers, 40 creators (600k-5k followers), 25 brands (multi-nationals to boutiques) and industry leaders
- Developed business model, analytics & logistics tracker, market research analysis and sales & investor materials

Distinctions:

- Lean Launchpad W21 – 1 of 8 companies selected for Stanford's famous startup accelerator class
- 1st Place – S354: Entrepreneurship & VC Class Pitch Competition
- 1 of 5 companies selected to present to donors of Stanford's Botha-Chan Summer Entrepreneurship Program

Vertoe

New York, NY

~15-person seed-stage start-up providing on-demand short-term storage across 300+ locations in 30+ cities

Product Management Intern

Summer 2019

- Led 3-person intern team in development of new delivery / pick-up product, including idea generation, consumer research, product requirements document drafting, vendor negotiation, pilot launch and more
- Created detailed city-by-city financial operating model and multi- and single-variate regression models

Professional Experience

Centerview Partners

New York, NY

Leading independent investment bank with ~400 employees; #5 in U.S. M&A volume in 2018 per Thomson Reuters data

Investment Banking Associate | M&A Generalist

2016-2019

- Worked with C-Suite and other senior executives on topics including M&A and operational strategy, portfolio analysis, capital allocation policy, investor communication, activism defense and long-term growth algorithm
- Managed six analysts in teams to execute buy-side and sell-side M&A processes and present financial analyses to clients

Staffer

2017-2019

- Selected as one of two associates to help initiate and lead a new staffing and mentoring system
- Oversaw growth and development of 20 analysts, including conducting weekly one-on-one calls, jointly setting development goals, selecting every project assignment and managing their workloads

- Co-led weekly meetings with senior leadership team, including co-founder, to present update on my analyst cohort and discuss and implement firm-wide initiatives

Investment Banking Analyst | M&A Generalist

Summer 2012, 2013-2016

Distinctions:

- Top rank in all performance and compensation reviews (single top performer in class for 2015-2019)
- Selected to conduct training classes for interns and full-time analysts
- Selected as leader of intern social program for summer 2014 and summer 2015

Transaction Experience:

- Announced seven transactions for ~\$125 billion of deal volume while working at the firm

Education

Stanford Graduate School of Business

Stanford, CA

MBA

2019-2021

- *Activities:* Stanford Blockchain Club, Venture Studio, Section Representative (selected as 1 of 12 in MBA Class of '21)

Harvard University

Cambridge, MA

A.B., Economics; Secondary Field: Psychology

2009-2013

- *Summa cum laude*
- *Distinctions:* Thomas T. Hoopes Prize for outstanding scholarly thesis research (<5% of seniors), Phi Beta Kappa (<10% of seniors), John Harvard Scholar (top 5% GPA in class; received for Junior year)