

# Will Cravens, MBA

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## Objective Summary

Recent MBA with international education and work exposure seeking a transition from retail/distribution into technology. Six years' work experience, market research skills, and problem-solving success. Willing to start in junior role; ideal positions include project management or marketing.

## Skills

- Google Adwords certified
- Market research & segmentation
- Operations/efficiency planning
- Quantitative & qualitative analysis
- Studied in Spain, Italy, Hong Kong
- Quality control management

## Education

**MBA**, ESADE Business School, Barcelona, Spain (2012-2014)

ESADE is a [Top 5](#) European business school (GPA: 3.3/4.0) **Honors:** Matrícula de honor for Strategy

**Semester Abroad:** Chinese University of Hong Kong (GPA: 3.5)

**BA**, Flagler College, USA (2002-2006)

**Major:** Business Administration **Minors:** Economics, Political Science **GPA:** 3.2/4.0

## Work Experience

### [Nuova Simonelli](#)

**MBA Intern** (Italy) (Summer 2013)

- Reported to the Director of Sales & Marketing. Internship focused on marketing and product positioning with the top global espresso machine manufacturer (clients include Starbucks, Google, McDonalds).
- **Problems to be addressed:** (1) Despite industry-leading technology, an extensive customer base, and being the preferred brand of global standards bodies, [Nuova Simonelli's](#) luxury sales continued to fall. (2) Outdated customer segmentation resulted in ineffective sales and marketing efforts.
- **Outcomes:**
  - Based on this project, Nuova Simonelli distinguished their offerings into 3 main lines, each targeted at a different customer segment (luxury, industry, mass market).
  - Built a market database that included major North American prospective customers each aligned to one of Nuovo Simonelli's 3 product lines and target customer bases.
  - Nuova Simonelli received Databank's "Company to Watch 2013" award, recognizing increased sales/exports goals aligned with this strategy.

### [Somrie International](#)

**MBA Intern** (Spain) (Spring 2013)

- Reported directly to the CEO. Somrie offers real estate services – including personal shopping and rental management – in Spain & LATAM, with planned launches in London and Shanghai.
- **Problems to be addressed:** (1) Somrie's internationalization strategy was not differentiated for divergent markets; (2) Somrie's website and marketing material was generic yet overcrowded (50% of survey respondents couldn't determine Somrie's business model).
- **Outcomes:**
  - Evaluated Somrie's internationalization goals against current tactics and proposed differentiated strategies for vastly different markets (including Lebanon, Shanghai, London, Brazil).
    - Designed detailed launch campaigns, including custom landing pages, email campaigns, and other collateral targeted to each unique culture and demographic.

- Identified and pitched a market opportunity for Somrie to support international expansion goals: Act as a platform connecting landlords to international MBA students; then leverage graduate relationships in home countries to build international brand.
- Conducted a comprehensive review of Somrie’s website, evaluated business objectives against visitor perceptions. Proposed an in-depth revision and flow that differentiated consumer and B2B offerings, clarified value propositions for each, and invited visitors down a clearly-delineated conversion path.
  - Built website redesign wireframes (and a [live video](#)) that separated consumer and B2B business lines, highlighted benefits of each offering, and guided the user to a specific call-to-action.

## Suncoast Coffee, Inc.

(2006-2012)

Suncoast imports and supplies coffee to restaurants around the world; \$15M annual sales and 100+ employees.

### Director of Production & Operations

(2008-2012)

- Promoted from Project Manager to Director after 2 years. Responsible for end-to-end production operations. Managed a staff of 8. Acted as partner/advisor to marketing and retail divisions.
- Implemented cross-training program that increased Production output by 40% with 20% less staff
- Found ad hoc solutions to crises, such as when our largest supplier’s business burned down. Result: product slowed, but never stopped. Implemented longer term solutions (e.g., compliance review, backup suppliers, inventory consolidation) to decrease risk exposure.

### Project Manager

(2006-2008)

- Created a Quality Control function for imported coffee to ensure consistency across suppliers and batches. Implemented qualitative and quantitative measurements at key inventory delivery checkpoints.
- Negotiated 15+ contracts with international suppliers based on quality, capacity, and consistency. Partnered with producers/suppliers to improve their output quality.
- Built a formula to optimize qualities experts prize (e.g., acidity) but consumers love (e.g., boldness)
- For a fun story, ask me about onion-flavored coffee.

## Other Experience & Activities

- **Founder, Marriba Refrescos** (sold in 2012). Discovered a niche opportunity in an underserved Hispanic market in Indianapolis: inefficient distribution chain (through 2 cities) resulted in high-cost products for a growing market. Imported goods directly and sold to 60% of tiendas in Indianapolis.
- **Owner, Will’s Warehouse** (part time). Sourced broken gaming products, fixed them, and resold at markup. \$20K in 2014 sales by selling on Amazon and eBay. Stellar [feedback](#) ratings.
- **Consultant, Indianapolis Private Industry Council**. Acted as one of 20 consultants from food/hospitality to develop an employment “state of the union” assessment. Offered guidance about immigrant employment; worked with recent immigrants to improve career prospects and interview skills. (2007-2008)

## Awards & Honors

- **Finalist**, inter-school case competition at [ESADE](#) International Business School. Developed a proposal for integrating [Syngenta’s](#) outreach efforts across 15+ online and offline channels. Finalist among 20 teams. (2013)
- **Invited Guest Speaker** for 6 years running to Butler University’s Intro to Business Management class. Topics included supply chain management, warehouse planning, marketing, staffing, and more. (2006-2012)

## Other Competencies

- **Python** (currently learning for fun)
- **Excel** (expert), quantitative analysis (intermediate), SQL (basic)
- **Languages**: Spanish (basic), Mandarin Chinese (basic)