

## **SANAM FOROUGH**

Email: sanamforoughi@gmail.com Tel: +447 518 913 195 Citizenship: French and Iranian

### **SUMMARY:**

Results-oriented business strategy professional with robust technical skills over 2 years of experience in publicly traded and privately held enterprises. Proven track record in complex and capital-intensive global industries, delivering value and innovation in Finance, Marketing Strategy, and Corporate Planning.

### **CORE COMPETENCIES:**

- Modelling
- Content creation
- Data Science
- Financial analysis
- Event Planning
- Marketing
- Languages
- Events Management
- Business planning
- Operations

### **EXPERIENCE:**

---

**KBBO Group**, Investment Analyst, London

*October 2017-Present*

- Monitored a growth portfolio in equities, FX, credit, hedge funds and alternative asset classes. This included 8 Early Stage Funds and 25+ co-investments with a particularly strong deal flow in deeptech; such as AI/ML, FinTech, BioTech, IoT, EdTech, AR/VR, Media, and HR & Workforce.
- Collecting data for investment memoranda and voting sheets for investment committee voting rounds, requiring excellent research skills.
- Ad-hoc investment pitches, market and thematic analysis to assess innovation potential in the fund's portfolio across North America, EMEA and the Asia Pacific through the lens of innovative internet economic models.
- Covering industry events on behalf of the firm in London such as Cognition X and Founder's Factory showcases.
- Composed financial quarterly portfolio briefings on portfolio companies, as per the request of investment committee members.
- Performed financial asset valuations. administrative accounting and estate reporting and management.
- Promoted firm to angels, entrepreneurs and investors during the due diligence process and reported on networking and industry events.
- Developed acquiring experience, in addition to advising on the allocation of two USD 8 Million funding rounds. I was given the opportunity to vote in investment committee rounds.
- Expanded understanding of venture capital investments in both early and later stage companies with global leaders in 10 year funds up to series C.
- Researched, discovered and surveyed the internet dynamics of the venture capital industry using data science and marketing research methods such as network science and NLP.

**Société Générale Private Banking**, Assistant Private Banker- Middle East Desk, London

*July 2015-September 2016*

- First line of operations, providing front office support and financial transaction processing as part of the bank's international team, managing relationships with UHNWI clients and stakeholders, including brokers, auditors, solicitors and all departments of the bank.
- Responsible for conducting internal controls, Transaction Cost Analysis, SWIFT payments on behalf of Senior Private Bankers and Asset Managers.
- Held C-level Executive signatory responsibilities for placing FX swaps, OTC, equity and structured products trades and options.
- Used Odyssey's Triple' A, the Bloomberg Terminal and Olympic Banking software for risk profiling, corporate portfolio valuations, market monitoring and trade placing.
- Monitored and controlled operational risk throughout the trade processing life cycle.
- Received in-depth training in International Compliance, AML and Fraud detection to resolve risk and credit queries.
- Liaised with clients, external stakeholders, credit officers and legal groups to underwrite transactions.
- Supported private bankers with monthly financial and due diligence deliverables.

- Worked on the Business Development team of a SaaS startup which provided automation and optimisation software for amazon third party sellers, such as keyword actions, profitable keywords, inventory optimisation.
- Led expansion into new markets with cold leads to acquire new clients and build market share.
- Analysed data produced by in-house software to provide sales team with financial, performance and business intelligence reporting.
- Initiated product development feedback with our senior software engineer and added front and back end functionalities such as automated restocking, product labelling, and fee calculations for large freights.
- Strategic consulting to help large scale sellers optimize their profitability. This includes refining client sales approach in the fast evolving world of e-commerce, launching brands on Amazon, and improving client metrics to reach targets.
- Identified market opportunities and competitive threats to ensure the market forecasts were in line with the dynamic nature of the online marketplace.

**Paypal**, Intern, Boston

*January 2013- June 2013*

- Indirectly managed by Research and Analytics Manager.
- Conducted research that supports geolocation and data-driven audience targeting using the Nielsen and Reuters database.
- Presented weekly dashboards to the Marketing and Sales team.
- Responsible for planning and execution of relationship management focused private events for brand and agency clients on behalf of sales team in addition to, lead generation events, corporate sponsorships and experiential client-facing product demo build outs.
- Created product marketing materials for sales and wrote case studies of high performing PayPal Media Network advertising campaigns that outlined program objectives, tactics and performance analysis.
- Responsible for planning and execution of relationship management focused private events for brand and agency clients on behalf of sales team in addition to, lead generation events, corporate sponsorships and experiential client-facing product demo build outs.
- Winner of the company's annual Nerf War.

**EDUCATION**

---

**Imperial College London**

*2016-2017*

MSc Strategic Marketing, with electives in Data Science. Distinction.

**Northeastern University Boston**

*2009-2013*

BA in Finance. 3.4 GPA.

**Wellington International School Dubai**

*2005-2009*

GCSE O levels, AS and A levels Sociology, English Literature, French. (B, B, A)

**ADDITIONAL SKILLS & PERSONAL INTERESTS**

---

- **Languages:** Fluent in Farsi and French. Limited working proficiency in Arabic. Beginner Level in Japanese.
- **Skills:** Excel VBA, Python, C++, SQL, MongoDB, Hadoop, Microsoft Office, Photoshop, Finalcutpro, Gephi, NodeXL.
- Coding, Show Jumping, Biking, Skiing, Rugby, Running, Hiking, Board games.
- Start-up mentor at Serious Impact UK. French tutor at IntoUniversity. Volunteer at Save the Children and Lesvos Solidarity.

*References available upon request.*