

ADEEP CHOORAMUN

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Multilingual (five), Sales Strategic Planning and Operations Lead, with a love for research and finding new product opportunities.
Technical Background in Customer Success, Finance, Business Analytics & Modeling.
Strong experience in US/EU/Africa Regions, Customers, Partnerships, GTM Strategy, Business & Corporate Development

Work Experience 11/2021 - present	<div>SDI, AMERICAS<div>Bay Area – San Jose/San Francisco, CA</div><i>Senior Executive, Business Strategy & Sales Operations – Industry Research, Analysis, Product Strategy - Software, AI, FinTech, Space, Quantum Tech, Robotics</i><i>Oversee new product research and market entry opportunities, partnerships, and cross-border collaboration between the U.S./U.K./Scotland in the AI Tech space.</i><ul style="list-style-type: none">• Quantum Tech: collaborated with the University of Edinburgh (top 3 in the world for advanced photonics who contributed to the James Webb Telescope) to assist the Quantum Computing Association (QCA) Consortium – strategized with Stanford University to determine if any Hardware/Software quantum companies can join collaborative research.• AI Products: AI product-oriented research to determine the viability of photonics development plans in the EU (NVIDIA).• Satellite Manufacturing: Responsible for analyzing companies to determine fit into the supply chain cycle of Satellite Manufacturing (Antennas, solar panels/cells, optics, photonics, sensors, advanced materials: composites, and parts).<i>Market and Customer Analysis:</i><ul style="list-style-type: none">• Market Identification, Geographic Analysis, Marketing, Customer Identification (HNW Individuals \$1B+), Digital Media, Company Research (Funding, Revenues, Employees, Geography Expansion Interests/Possibility) utilizing Gazelle scoring, Funding Research (targeting startups to big tech companies)<i>Economic Research & Analysis:</i><ul style="list-style-type: none">• Utilized research tools (Gazelle, FDI Market, CB Insights, Pitchbook) to identify 500+ leads and adopt a more targeted business development approach by analyzing large data sets, financials, news, management team, risk, and investment funding.• Built external partnerships, engagements, and relationships by organizing and advertising networking events; led the SmallSat Silicon Valley 2023 targeting 150+ companies with more than 110+ company attendees.• Developed an increasingly strong pipeline of complex digital opportunity areas (Quantum Tech, Software, AI, Robotics) leads based on newfound sector knowledge and networking at 12+ conferences in North America over 22 months.<i>Growth Strategy:</i><ul style="list-style-type: none">• Led 2 companies to reach \$25M (35% yearly increase) in sales and estimated to generate \$100M of annualized opportunity.• Progressed 96 leads down the sales funnel (27 Qualified Prospects, 67 Engagements, 2 projects) on CRM.<i>Operations & Strategy:</i><ul style="list-style-type: none">• Managed the inward visit of a Scottish Delegation of 7 companies and supported the Trade Minister's Bay Area trip.• Created a Quarterly Space Newsletter in March 2022 to enhance the visibility of the Scottish Space Ecosystem with a database of 175+ global space companies.• Contributed to the annual operations and strategy plans in North America which led to the growth of our Americas team budget by 25% annually to US\$50M and improved several internal business processes.• Supported internal cross-functional partnerships with a variety of partners (Sales Operation, Research, Lead Generation, Business Planning and Development, Finance, etc.) and delivered monthly KPI presentations to the senior management team.</div>
12/2013 - 08/2019	<div>ECONOMIC DEVELOPMENT BOARD<div>Republic of Mauritius, Africa</div><i>Senior Executive – Business Strategy, Operations & Industry Analysis</i><ul style="list-style-type: none">• Collaborated with more than 90 foreign investors from 15 different countries and facilitated the establishment of their operations in Mauritius which led to the creation of 500+ jobs in Mauritius from Jan 2014 to Aug 2019.• Managed 12 complex projects from inception to completion, including the development of methodology, project goals, detailed financial analysis, strategic insights, forecasting, modeling, and conducting presentations to cross-functional stakeholders.• Led investment promotion missions in the UK, France, South Africa, and Japan, and grew investment by 7-8% annually by facilitating investment projects (business plan, consulting, due diligence, private equity, financial analysis, recommendations).<i>Master Planning - Special Economic Zone (SEZ) – Freeport Zone</i><ul style="list-style-type: none">• Brought in and Managed Large-Scale Projects creating large economic development and subsequent benefits (jobs, increased Mauritius country's GDP, technology, etc.) through strategic partnerships.• Worked across industries, countries, and governments to leverage Mauritius' 0% corporate tax rate to expand global footprints, and operations and minimize corporate taxes.• Worked on Government Master Plan (100 hectares) to allocate utilities (electricity, grid, renewables, construction), including Government bidding for Warehouses and subleases for storage, large shipbuilding, repair & maintenance, and exports.• Worked with the Chinese Government on a 25-hectare Real Estate Development Deal.• Dealt with international and local tax laws, and regulations to ensure duty-free and quota-free access.</div>

Business Development - Global Corporate Development Projects – South Africa, UK, France, China, India, Japan

- **BioTech** – South African Manufacturing Company seeking to expand manufacturing opportunities and take advantage of export and tax benefits to Europe (real estate, investment scope, taxes, permits, labor, operations)
- **Manufacturing** – Indian company looking to expand research & manufacturing of skin cancer treatment products (BioPark)
- **HealthTech** – French Medical Devices company looking to manufacture/export catheters and stents (HealthTech Park)
- **FinTech** – Blockchain and AI, worked with a cross-functional team to develop a “Regulatory Sandbox License” for new, unregulated activities
- **Real Estate** - Marina Development Project for HNW individuals (\$10M+) from South Africa for large Private Sector Investment.

Finance & Business Planning

- Developed yearly national budget recommendations for Mauritius from Feb 2014 to Jul 2019 and hosted stakeholder meetings (100+ companies) to get a holistic view of how to enhance the economy, ensure sustainability, and foster future development.
- Provided guidance and support for the management of the organization’s internal budget (\$50M) and used complex data analytics to interpret, make projections, and conduct presentations to the senior management team.

06/2011 - 05/2012

BCP Bank**Republic of Mauritius, Africa****Finance Executive – Market Research, Product Finance & Strategy**

- Prepared data-driven insights by using financial and Excel modeling techniques (VBA, VLOOKUP, and Pivot tables) leading to decision-making and presenting data and conclusions in a clean and efficient manner to senior management.
- Prepared the economic review, global financial market development, and investment banking reports on a quarterly basis.
- Assisted in management control and finance activities and prepared the weekly commercial/credit report for the bank.
- Calculated the monthly commercial results for the bank by using trend analysis techniques (analyzing the change in total deposits/loans and cash flows) and reporting business insights to management.
- Designed financial reports and supported near-term and long-term P&L forecasts (Group/Regulatory/ Audit).

Education**UNIVERSITY OF SAN FRANCISCO**

San Francisco, CA

MBA - Focus: Business Analytics and Finance

May 2021

- Recipient of Dean’s Student Life Award (selected out of 3,500 individuals)
- VP Treasury Graduate Student Body (\$150K oversight), Strategic Finance Consultant for Bay Area Clients
- Team Lead Venture Capital Investment Competition, MBA T.A. Global Business (Prof. Daniel Blakley) and Executive MBA Program & Curriculum Development (Aug 2020-Nov 2021)

UNIVERSITY OF MAURITIUS

Mauritius, Africa

M.S. Financial Economics

Nov 2014

- Corporate Finance, Financial Reporting, Quantitative Techniques, International Financial Markets, Macro Economics

B.S. Economics and International Relations

Jul 2012

- Econometrics, Microeconomics, Mathematics for Economics, International Relations, International Development

Additional

- **Professional/Conferences:** Big Data AI (DataBricks 2023), Space Symposium, SpaceTech Expo, Satellite, Seraphim Accelerator 2023
- **Skills:** Advanced MS Office (Excel, PowerPoint), Predictive Analytics (Forecasting, Graphing), Financial Modeling (DCF, LBO, M&A), Data Visualization (Tableau), SQL, Project Management, Google Analytics
- **Certifications:** Harvard Business School HBx, Bloomberg Terminal (Certified), Financial Modeling (Wall Street Prep)
- **Interests:** Amateur Astronomy (SF Astronomy Club Member), Soccer, Travel, Learning new cuisines and cultures, Violin, Volunteer