Micherre Fox

New York, NY (US & EU citizen) | micherrefox@gmail.com | 914-414-8647 | linkedin.com/in/micherre

Strategy & ops leader with 7+ years of experience writing narratives that catalyze change and developing pursuit engines that convert to complex, multi-stakeholder deals from capture to submission. Skilled across partnerships, storytelling, GTM, and delivery with a process-driven approach that raises hit rates and compresses time to proposal.

SKILLS

Process Design | Strategy & Operations | Capture Management | Cross-functional Collaboration | A/B Testing & Experiment Design | **Storytelling & Executive Decks** | Workflow Automation | Win Themes & Discriminators | Market Research & Analysis | **Proposal Development** | CRM Systems (Salesforce/HubSpot) | Program Management | Analytics & Reporting | Competitive Intelligence

EDUCATION

M.S. in Management, Sustainability, Fordham University - Gabelli School   **09/2023 - 05/2025**

Dean's Council, Student Government VP, Graduate Assistant, Gala Chair, Exemplary Service Award Recipient

- Relevant coursework: Business Strategy for Modern World, Modern Operations & Supply Chain Management, Marketing Strategy, Leading Innovation for a Global World
- Extracurricular roles involved detailed proposal and budget development, cross-functional project management, asset library development, and liaising with executive leadership to enact change

B.A. in Political Science, Fordham University   **09/2013 - 05/2016**

Division I NCAA Rowing (2013-2015)

EXPERIENCE

AgAide - *Business Development & Ops*, New York, NY   **01/2025 - 10/2025**

Early stage startup built as a specialized investment vehicle for agricultural asset originators and servicers

- Developed GTM foundation and pursuit collateral (investor pitch deck, one-pager, website, teaser, etc.), creating a reusable asset library for fundraising and partnerships
- Led external partnerships and fundraising strategy (sourcing placement group, negotiating terms, exchanging materials, diligence workbacks), coordinating legal/finance to keep deal timelines on track
- Negotiated pilot/partner terms with originators and service providers

Salley - *Operations & Growth Lead*, New York, NY   **03/2024 - 03/2025**

AI-forward startup focused on offering a networking and learning alternative to business school for later-stage professionals

- Built a lightweight pursuit engine (audience research > messaging > automated outreach + intake triage) that cut first-response time from ~18h to ~6h, shortening discovery-to-proposal cycles and increasing qualified opps
- Ran 30+ structured experiments across pages, email, and ads; lifted CTR ~5× and doubled qualified leads, enabling a larger, better-qualified proposal pipeline and clearer win themes for exec materials
- Planned and facilitated monthly leadership workshops (avg 25-60 attendees), built a 10 city expansion strategy plan and brand identity package to help workshops across the country feel cohesive
- Ran interface between the AI engineering team and high level KPIs for executive roundtables

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White Plains Hospital - *Credentialing Specialist*, New York, NY   **02/2023 - 06/2024**

Regional hospital credentialing team managing physician and healthcare worker onboarding and re-credentialing

- Authored 8 SOPs and onboarding tutorials; reduced ramp time by 33% (12wk to 8wk) and rework by 5pp (17% to 12%), creating repeatable, auditable processes akin to proposal checklists & compliance matrices in public-sector pursuits

Saturn - *DevOps, Operations & Growth Consultant*, New York, NY   **08/2022 - 12/2022**

A time-based social network, simplifying high school schedules and connecting students with the people and information that matter most

- Introduced QA intake/triage (severity tags, repro templates, SLAs) that cut tickets ~10%, raised SLA hit rate +12pp in 6 weeks and protected team bandwidth through better intake governance. Build out a robust QA dialogue library which brought our app store rating up 1%
- Contribution recognized by COO; scope expanded to DevOps. Engagement extended past original term

Doppl.ai - *Founder*, Austin, TX   **08/2020 - 07/2022**

A concierge service that uses data analytics to simplify the process and improve the results of existing dating applications and websites

- Took product to MVP in 12 months; ~2.5× ROI; led A/B testing and CRM that raised conversion from ~1.9% to ~4.6% and open rate 24% to 39%
- Negotiated terms and hired, managed, and set Objectives & Key Results (OKRs) for 7 contractors across product, web, customer, legal, and marketing
- Implemented CRM + drip campaigns; cut Customer Acquisition Cost (CAC) from ~$210 to ~$155 (−26%) and lifted Lifetime Value (LTV) from ~$380 to ~$520 (+37%) by shifting mix toward the $750 tier and adding second-purchase upsells; CSAT from ~4.4/5 to ~4.7/5 by extensively refining pipeline iteration

York Funding - *Head of Underwriting & Investor Relations*, New York, NY   **04/2016 - 09/2020**

Boutique real estate investment firm specializing in asset-backed lending on residential, commercial, and mixed use properties

- Built and operationalized a proprietary underwriting strategy with pursuit collateral (memos, models), becoming the firm's top revenue stream (~$35M) within two years
- Owned portfolio lifecycle work (risk/profit analysis, negotiations, pitching), with $80M+ invested in 2018, involving robust analytic output built across the underwriting team as well as interfacing with accounting, legal, servicing, borrowers, external investors, and internal investment committee.
- Trained and managed a 3-person team focused primarily on IC work; raised company's historic average underwriting throughput from ~7 to ~10 deals/person/quarter (+30%)
- Designed investor-targeted marketing. Rebuilt pipeline governance (CRM structure, diligence checkpoints, dashboards) and transitioned internal data processes to a digital-first framework across the company, shortening time-to-decision by ~10% and reducing reconciliation errors by ~5%

ADDITIONAL EXPERIENCE

- Selected Media: The New York Times (8/15/25); [NPR](NPR) (8/20/25); CBS New York (8/13/25)
- Full-stack coding bootcamp (2020): working proficiency in React (front-end) and Node.js (back-end)
- Founder, 501(c)(3) for schools in rural Afghanistan (localliteracyproject.org); Anthem Awards "Small Nonprofit of the Year," 3rd place (2024)
- Interests: Rubik's cube (<1 min), rock climbing (5.12a), molecular gastronomy; fluent in Czech
- Have built a variety of emergent events and installations for private clients, ticketed events, and open access with the help of grants; installations at City of Gods and Burning Man