



## Luigi FERNANDEZ ORTEGA

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### My Portfolio



*After an exciting entrepreneurial experience in an early-stage AI FinTech, I'm now looking for a new challenge in Tech. With an engineering degree and a Master in Business from UC Berkeley, I'm seeking a project that genuinely inspires me, within a dynamic team where I can leverage my analytical mindset, strategic thinking, and hands-on execution skills to drive impact.*

## EDUCATIONAL BACKGROUND

<b>UC Berkeley - Master 2</b> Business track: Entrepreneurship, Innovation, Venture Capital, Product Management, Climate Change	<b>Berkeley, California</b> 2023-2024
<b>EDHEC Business School x SKK University - Master 1</b> Business track: Finance, Strategic Analysis, Marketing, Management, Negotiation, Data Analytics	<b>Paris &amp; Seoul</b> 2021-2022
<b>Centrale Lille Engineering School - General engineering degree</b> Multi-disciplinary track: mechanics, materials, computer science, multi-physics systems, civil engineering	<b>Lille, France</b> 2019-2022
<b>Preparatory Classes for « Grandes Écoles » national exam • Jean-Baptiste Say (#1)</b> 2-year advanced undergraduate studies in Maths/Physics	<b>Paris, France</b> 2017-2019

## PROFESSIONAL EXPERIENCE

<b>Receptor AI (Early -Stage AI FinTech) – Growth &amp; Operations Lead</b> <ul style="list-style-type: none"><li><b>Growth:</b> Multi-channel acquisition (paid ads, SEO/SEM, cold emailing, partnerships, referral)</li><li><b>Ops:</b> Built workflows &amp; tools for Analytics, Growth Metrics, Finance, and Customer Management</li><li><b>Finance:</b> P&amp;L and Cashflow models, budget and forecasts, Cost Monitoring, Investor Update</li><li><b>Product:</b> Pricing strategy, Product Roadmap, Market research, and Analytics tracking (Posthog)</li><li><b>Customer:</b> Product Demos, Sales Calls, Customer Success, and Customer Support</li></ul>	<b>Global (Remote)</b> Sep.24 – Mar.25
<b>Notch – Co-Founder (entrepreneurial initiative)</b> Platform enabling universities to manage their innovation ecosystems while equipping students with the tools and resources to navigate entrepreneurship with confidence.	<b>Berkeley, California</b> Sep.23 – Jun.24 1 year
<b>Cathay Innovation – VC Analyst Intern</b> <ul style="list-style-type: none"><li>Deal flow management, start-ups sourcing, investment opportunities analysis in B2B SaaS, FinTech, Consumer, Digital Health, Energy/Mobility or Web3 field. Series A-B &amp; Seed, Europe &amp; LATAM</li><li>Market studies and portfolio monitoring (financial &amp; ESG reporting) for LPs relationships</li></ul>	<b>Paris, France</b> Jan.23 – Jul.23 6 months
<b>Impulse Partners (Innovation Strategy Consulting) – Analyst Intern</b> <ul style="list-style-type: none"><li>Management of Incubation Platforms in ConTech, PropTech, Smart City.</li><li>Start-ups coaching and organization of pitch session events (logistics, communication).</li><li>Consulting missions, including a Due Diligence for an Industry 4.0 fund, a Cleantech sourcing for a waste treatment company, an Intrapreneurial portfolio restructuring</li></ul>	<b>Paris, France</b> Jul.22 – Dec.22 6 months
<b>Hermès Bijouterie – Operations Analyst Intern</b> Modeling and improvement of the operational process of the Product/Development division: interviews, flow management, improvement of tools, lean method.	<b>Pantin, France</b> January 2020 1 month
<b>Waterloop – Project leader (student initiative project)</b> Management of a team of 12 students in a project to design and build a closed-circuit shower prototype, successfully sold to Maisons & Cités. Unlocked budget: 8,000€. Partnerships with Evolsys.	<b>Lille, France</b> Sep.19 – Feb.21

## SKILLS & COMPETENCIES

**Languages:** French (Native), English (C1), Spanish (B2)  
**Modeling & Reporting:** Microsoft Suite, PowerPoint, Excel  
**Programming & Data:** Python, SQL, C++, Java  
**CRM & Sales Tools:** HubSpot, Salesforce, Intercom  
**Product:** Featurebase, Agile Method, Design Thinking, Canva, Figma  
**Design & Prototyping:** SolidWorks, OnShape, Matlab  
**Growth:** Ahrefs, Google Ads, Meta Ads, Lemlist, Phantombuster, LinkedIn, Buffer

## INTEREST

**Business & Finance:** Startups, Real Estate, Investment, Geopolitics, Economy  
**Tech:** FoodTech, UrbanTech, PropTech, Robotics, DeepTech, Climate, Energy  
**Creativity:** Cooking, Music, Travel  
**Sports & Wellness:** Krav Maga, Basketball, Meditation