

Samir Faza

Curriculum Vitae

PROFILE

I'm a lifelong learner and impact-driven strategy consultant (BCG, VML MAP) with 5+ years' experience leading complex projects that create economic and social value. By working with a range of people on different challenges in different parts of the world, I now naturally turn complex problems into actionable and human-designed strategies. Fortunately, my experience has been augmented by being a part of teams of curious, driven individuals. I strive, at the very least, to be someone my colleagues enjoy working with each day.

My journey to Copenhagen from the States hasn't been much of a straight line, but through it all is a fundamental desire to leave a positive impact on the people and world around me.



EDUCATION

- 2020 – 2022 **Master of Business Administration** with distinction, Yale University, New Haven, CT USA
- **Relevant coursework:** Competitive Strategy, Behavioral Economics, Managing Groups & Teams, Basics of Accounting, Modeling Managerial Decisions, The Competitor, The Investor
 - **Activities:** Leader of Design & Innovation Club; active member of Consulting & Social Impact Clubs
- 2011 – 2015 **Bachelor of Arts in Social Studies** with Honors, Harvard University, Cambridge, MA USA
- **Concentration:** Social Studies is a liberal arts honors concentration (major) covering the fields of economics, philosophy, and government
 - **Honors thesis:** "Followership: Reversing the Lens of Leadership Development at Harvard Business School (HBS)," attempted to apply human behavior frameworks to the case method at HBS to understand the role of "followers" in the formal education of leadership
 - **Activities:** Co-Captain and Co-Founder of Harvard Triathlon Team, Financial Chair of Harvard's Drug and Alcohol Peer Advisors, and research assistant to several HBS faculty members

PROFESSIONAL EXPERIENCE

- 2024 – Present **Senior Strategy Consultant**, VML MAP (WPP), Copenhagen, Denmark
- Lead business & creative strategy engagements for global clients & projects including Coca-Cola, Ford, and Dell, focusing on creative digital transformation and growth
- **Stakeholder Co-Creation:** Collaborate with senior client executives to align innovative strategies with business objectives, leveraging experts across design & technical teams
 - **Impact Modeling:** Develop models to project the impact of comprehensive strategies and roadmaps informed by deep client engagement including interviews and workshops
- 2022 – 2023 **Consultant**, Boston Consulting Group (BCG), Los Angeles, CA USA
- As a member of project teams across different industries and capabilities, crafted and presented compelling strategy recommendations and business plans to C-suite stakeholders
- **Executive Strategy:** Collaborated with client leadership (incl. NGOs, U.S. Navy, Fortune 500 companies) to design high-impact strategies driving growth or solving complex challenges
 - **Analytics & Insights:** Utilized advanced analytics tools (Excel, Python, Tableau) to interpret complex datasets and reformulated the output into executive level, decision-enabling insights
- 2021 **Summer Associate**, Innosight Strategy & Innovation at Huron, Lexington, MA USA
- Supported growth strategy development for multinational life sciences company in oncology
- **Growth Strategy:** Developed market penetration plan with key milestones to shape product pipeline of its oncology portfolio through 2030
 - **Market Research:** Conducted in-depth market analysis and expert interviews on oncology trends (including AI-driven therapies), identifying optimal market entry opportunities

- 2018 – 2020 **Community Economic Development Facilitator**, Peace Corps, Ozurgeti, Republic of Georgia
Led cross-functional teams of up to 7 in designing and executing 9 community development projects; flagship initiative secured €300K in funding over 3 years, guided by needs assessments with 200+ local interviews
- **Social Enterprise Development:** Secured a \$20K grant to transform a local café into a social enterprise, introducing a new business model and marketing strategy that increased profitability by 35%
 - **Organizational Impact:** Elected Chair of the Volunteer Advisory Committee, reorganizing its structure to ensure we provided meaningful impact to the lives of volunteers; served as a peer mentor (trained in diversity and mental health) for 100+ organization members across Georgia
- 2017 **Creative Services Coordinator**, NBCUniversal, Universal City, CA USA
- **Post-Merger Integration:** Streamlined the consolidation of 10K+ media assets following NBCUniversal's acquisition of DreamWorks, enhancing asset accessibility and cross-departmental workflow efficiency
 - **Asset Management Innovation:** Designed an asset management matrix adopted by global marketing and sales teams, providing a tracking system that underpinned the success of a six-month post-merger integration project

OTHER EXPERIENCE

- 2015 – Present **Admissions Interviewer**, Harvard University, Cambridge, MA USA
- Interview 3-5 students / year for admission to Harvard University
- 2016 – 2017 **Farmer**, World Wide Opportunities on Organic Farms, New Zealand
- Lived and worked with 22 different families on their farms across New Zealand
- 2016 **Officer Candidate**, United States Marine Corps, Quantico, VA USA
- Participated in a 10-week commissioning program for Marine Corps officers

LANGUAGES

English: Native
Arabic, Georgian: Professional working proficiency
Danish: Beginner

IT

Professional working experience and proficiency in the following:

Microsoft Office Suite: Excel, OneNote, Outlook, PowerPoint, Project, & Word

Google Suite: Docs, Sheets, & Slides

Adobe Suite: Acrobat, Photoshop, Illustrator, & InDesign

Data Visualization and Analysis: Microsoft Power BI, Python, Stata, & Tableau

Project Management Tools: Jira & Trello

Customer Relationship Management (CRM): Salesforce & Microsoft Dynamics 365

INTERESTS

In my free time, I often explore the great outdoors with my partner and our dog, tinker with analog film cameras or vintage bikes, and read mostly non-fiction on a range of topics that I'm curious about – which fortunately can be anything. Additionally, I like to stay fit by going for long runs.

REFERENCES

Available on request.