

Boaz Sobrado

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ABOUT

Data-driven, code-literate entrepreneurial FinTech strategist specialising in growth strategy, analytics and MarTech. A Top 100 Forbes Fintech contributor, I've been cited by CNBC, Fortune, WIRED, Forbes, Al Jazeera, the Human Rights Foundation and others. With over 10 years of experience in digital marketing, currently Director of Growth & Technology at a global trading platform handling over \$1.7 trillion in volume.

CAREER HIGHLIGHTS

DIRECTOR OF GROWTH, ANALYTICS & MARTECH - Capital.com (London)

Jun '23 - ???

A global trading platform with clients in 183 countries and 500k+ clients *handling \$1.7 trillion* in annual trading volume.

- Lead a *cross-functional team of 26+ professionals* across Analytics, Engineering, SEO, and CRM after multiple promotions, through a combination of direct management and cross-functional collaboration, directly interfacing with C-level stakeholders and key partners (Google, Apple).
- Spearhead company-wide experimentation & analytics (creative testing, CRM & website AB testing, media mix modeling, bonusing) increasing performance marketing efficiency enabling the platform's 33% YoY growth in 2024.
- Delivered a significant upgrade to *MarTech infrastructure and data strategy* (including predictive modeling, conversion optimization, and audience generation) leading to significant improvements in uptime, resilience and accuracy.
- Expanded role to lead turnaround of *Referrals, SEO and CRM divisions*, reversing a multi-year decline in performance and delivering growth through data-driven interventions, operational efficiency increases and technology investments.

LEAD GROWTH & STRATEGY ANALYST - Zilch (London)

Jun '21 - Jun '23

A consumer finance app known as the fastest ever [European unicorn](#). During my tenure Zilch grew revenue & MAUs by 500%.

- Lead the ROI modelling and financial design for pivotal new products (e.g. 50% down payment plans).
- Delivered "viral-on-demand" Refer-a-Friend schemes, highly incremental CRM campaigns & oversaw growth analytics.

MARKETING DATA ANALYST - Treatwell (London)

Nov '19 - Jun '21

FOUNDER & CEO - ZunZun Group (Remote)

Jan '18 - Mar '20

Bootstrapped my company to offer online property management, transportation and other tourism related services in the Caribbean.

- Built our e-commerce platforms, grew both organically via SEO, social media and via paid ads.
- Over 5k+ paying clients a year for our Airbnb, hostel and tourism transportation market

Internships

JP Morgan Private Bank - Geneva | *SkillCapital - London* | *Rocket Internet - Myanmar*

'13 - '15

EDUCATION

University of Utrecht

MSc (Methodology & Statistics)

Sep '16 - Jun '18

Overall result: 7.8/10 | Exchange semester at NUS (National University of Singapore).

University of Cambridge

BA Hons (Natural Sciences)

Oct '11 - Jun '14

First in Part IA (9th of 129); 2.i in Part IB (44th of 140) & Part II (8th of 54). Awards include: Davidson Scholarship, Wright Prize.

TECHNICAL SKILLS & LANGUAGES

Regularly use R, SQL, Tableau, Google Search Console, AHREFS. Have used Python, DBT, Looker & Mixpanel. Avid LLM user.

Fluent in English, Spanish, Hungarian and German. Currently learning Chinese (HSK level 3).