

# Boaz Sobrado

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Fintech leader and entrepreneur specializing in growth strategy, data 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 & growth, I am currently the Director of Growth & Marketing Technology at a global trading platform with over 500k users handling over \$1.7 trillion in trading volume.

## CAREER HIGHLIGHTS

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### Capital.com

London, Dubai, Warsaw, Gibraltar

Director of Growth, Analytics, and MarTech

June 2023 - Present

- Lead growth and acquisition strategy by deploying a multi-million marketing budget and leading various teams across Analytics, Engineering, SEO, and CRM; collaborating directly with C-suite stakeholders and key partners (Google, Apple).
- Architect extensive marketing experiments and analytics initiatives (creative testing, CRM & website AB testing, media mix modeling, bonusing) to increase performance marketing efficiency, enabling the platform's 33% YoY growth in 2024.
- Drove significant upgrades to MarTech infrastructure and data strategy using predictive modeling, conversion optimization, and audience generation, leading to significant improvements in uptime, resilience and accuracy.
- Lead turnaround of the Refer-a-Friend, SEO and CRM divisions, reversing a multi-year decline and delivering growth (e.g. 10x growth in RAF) through data-driven interventions, operational efficiency increases and technology investments.

### Zilch

London, United Kingdom

Growth Strategy Analytics Lead

June 2021 - June 2023

- Led the modelling and financial design in collaboration with strategy & credit teams for pivotal new consumer finance products, such as 50% down payment plans, which unlocked a \$100m opportunity in subprime-ish segments.
- Designed "viral-on-demand" Refer-a-Friend schemes, such as "Double Bubble" campaigns where a user's first referral bonus was doubled, catapulting Zilch to the #1 position on the UK Finance App Store.
- Oversaw growth analytics and iteratively built highly incremental CRM campaigns, such as "payday pushes" which reduced delinquencies and increased 1 year customer lifetime values by ~5%.

### Treatwell

London, United Kingdom

Marketing Data Analyst

Nov 2019 - June 2021

- Spearheaded measurement and analytics for a \$10M+ pan-European performance marketing operation, optimizing campaign ROI across multiple markets and channels.
- Developed advanced Markov Chain Monte Carlo predictive models to forecast customer "propensity to buy," successfully revitalizing sales pipelines after COVID-19 lockdowns and driving an incremental ~10% increase in revenue.

### ZunZun Group

Remote

Founder & CEO

Jan 2028 - March 2020

- Bootstrapped a profitable tourism enterprise that provided property management, transportation, and hospitality services, capturing 25% of Cuba's hostel market and 20% of its online tourism transportation sector serving 5,000+ clients annually.
- Engineered custom e-commerce platforms from scratch, driving growth through strategic SEO optimization (launched and ranked WhyNotCuba.com) and targeted paid advertising campaigns, resulting in substantial market expansion.

## EDUCATION

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University of Utrecht, MSc (Methodology & Statistics)

Utrecht, Netherlands

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

University of Cambridge, BA Hons (Natural Sciences)

Cambridge, United Kingdom

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

## SKILLS & LANGUAGES

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**Data and Coding:** Regularly use R, SQL, Tableau. Experience with Python, DBT, Looker & Mixpanel. Avid LLM user.

**Languages:** Fluent in English, Spanish, Hungarian, and German. Mandarin Chinese (HSK level 3).