

## Contact

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## Top Skills

Data Analysis

Business Analysis

Microsoft SQL Server

## Certifications

Microsoft Office Specialist Excel  
2013

# Alexander Simonet

Senior Manager, Strategy & Business Operations at National  
Veterinary Associates  
Santa Monica, California, United States

## Summary

My career focused on joining new teams at fast-growing companies and developing a new role for myself while identifying opportunities to grow both myself and the company. I thrive on being entrepreneurial, and creating something from nothing.

Recognized by company leadership as a manager who gets things done with little to no guidance and limited resources. I am trusted to lead complex P&L impacting projects because I can quickly diagnose a and implement operational changes.

I have proven experience creating, developing, and leading the implementation of robust pricing strategies to scale revenue and optimize margin. I often tackle long term strategic questions such as new market opportunities, vendor/partner assessment, and technology roadmaps.

Adept at utilizing SQL, Microsoft Office Suite, and PowerBI to draw insights from large and messy datasets; then strong communication to drive decision-making across the organization.

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## Experience

National Veterinary Associates

4 years 10 months

Senior Manager, Strategy & Business Operations

March 2024 - Present (9 months)

Los Angeles Metropolitan Area

Manager, Strategy & Business Operation (Pricing Strategy & Analytics)

June 2022 - March 2024 (1 year 10 months)

Los Angeles Metropolitan Area

- Led end-to-end creation of technology based products that transformed strategy and intelligence for a \$4 billion portfolio of veterinary hospitals via close partnerships with senior leadership, finance, and technology
- Developed and built metrics of success that drive market level strategies and decision making across the organization
- Use analytics and automation tools such as QuickBase and MSSQL to create efficiencies that drove top and bottom-line growth
- Work closely senior leaders to evaluate and predict the impact of pricing strategies, packaging, and consumer behavior on the larger business

### Strategy & Business Operations, Senior Associate

February 2021 - June 2022 (1 year 5 months)

- Conducted competitive research of external partners' products and systems and led multiple cross-functional teams to enhance NVA's product offerings and operational ecosystem
- Created and owned the business's 3-year pricing strategy roadmap to optimize revenue and margin growth for a \$2B revenue stream
- Utilized SQL to build and operationalize pricing audit & strategy tools that have resulted in >\$10 million dollar in annual bottom-line growth over the past calendar year
- Evaluated and implemented SAAS that has contributed significantly to revenue growth and profitability while streamlining complex business processes

### Strategy & Business Operations Associate

February 2020 - February 2021 (1 year 1 month)

Los Angeles Metropolitan Area

- Developed the pricing analysis and implemented the strategies for both NVA's in-hospital pricing and in the home delivery market to optimize NVA's market position
- Managed NVA's relationships with its two preferred home delivery partners and product suppliers; negotiated the company's preferential pricing and terms of service with these partners
- Performed due diligence and financial analysis on a \$150+ million strategic acquisition to strengthen NVA's industry position and further expand its corporate strategic roadmap

### PennyMac Loan Services, LLC

2 years 4 months

### Senior Analyst, Product Strategy & External Relations

February 2019 - February 2020 (1 year 1 month)

#### Westlake Village, CA

- Create strategic product roadmaps, develop product requirements, and coordinate a cross-functional team to take ideas from concept to launch
- Drove product specific revenue to grow over 200% year-over-year by driving the implementation of over 20 product specific strategic initiatives
- Identify key performance indicators and market opportunities through extensive research using the business intelligence tools SQL, Excel, and Tableau
- Serve as the centralized product expert and develop strategies through collaboration with the engineering, business teams, and external business partners
- Brief Managing Directors and C-Level Executives routinely with detailed analytical reports and potential initiatives to drive revenue growth

#### **Analyst, Product Strategy & External Relations**

November 2017 - February 2019 (1 year 4 months)

Greater Los Angeles Area

- Perform extensive industry and company specific research while developing subject matter expertise on a specific product suite and market
- Drove the execution of NDA's, the completion of the due diligence process, and the negotiation of contractual agreements with 6 strategic business partners simultaneously
- Contributed to the improvement of B2B and B2C technology portals by creating business processes based on requirements gathered from internal and external key stakeholders
- Support senior leadership in managing key external relations by completing ad-hoc requests

#### **Lincoln Financial Advisors**

**Financial Advisory & Marketing Intern**

May 2016 - December 2016 (8 months)

San Diego

- Created mock investment portfolios built within the advisory team's asset allocation guidelines to satisfy certain return versus risk objectives
- Developed relationships with financial intermediary wholesalers
- Organized and maintained client financial information and content using an online database
- Designed and built office website ([www.cannonwealthmanagement.com](http://www.cannonwealthmanagement.com))
- Created and sent out quarterly client newsletter to provide updates on market and economic environment, deepen client relationships

Magnifi Group, Inc.

Social Media Intern

February 2016 - May 2016 (4 months)

- Managing all of the companies social media platforms
- Cultivating and building blog posts
- Data collection and entry
- Day-to-day office activities: filing, phone calls, responding to client emails

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## Education

University of San Diego

Bachelor's Degree, Finance major