

## ERIC J. OLSON

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### EXPERIENCE

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#### **DFJ PORTAGE VENTURE PARTNERS**

Northfield, IL

##### Associate

2/08 - 6/09

- Devised strategy for increasing deal flow from target Midwest cities and Universities resulting in 25 high quality incremental deals sourced
  - Cultivated relationships with key faculty and staff members at universities as well as key entrepreneurs
  - Represented the firm at technology and entrepreneurship events in key geographies
- Completed diligence (i.e. financial modeling, background checks, reference checks and primary research) on upwards of 75 companies resulting in the completion of one financing round
- Assisted Managing Directors in the construction of fund raising materials; presented marketing plan during fund raising pitches

#### **FEEDBURNER, INC. (acquired by Google, June 2007)**

Chicago, IL

##### Business Development

11/05 - 9/07

- Devised and implemented multiple strategies for increasing the number of content publishers using the FeedBurner platform resulting in growth from 50,000 publishers to 500,000 publishers during my tenure
- Created and presented numerous talks at industry trade shows culminating in positive PR for FeedBurner
- Managed FeedBurner's relationships with various key publishers (e.g. Dow Jones, Reuters, USA Today) resulting in 0% turnover among key publishers I managed

#### **CAMBRIDGE ASSOCIATES, LLC**

Boston, MA

##### Investment Performance Analyst

8/04 - 11/05

- Analyzed and interpreted over 175 venture capital and private equity fund portfolios on a quarterly basis
- Compiled financial analysis and interpretation into quarterly reports for 17 large institutional investors
- On-boarded very large and prominent client seamlessly resulting in praise from the client and consultants
- Developed strategy for increasing the number of funds making up Cambridge Associates U.S. VC benchmark resulting in an increase of roughly 25 funds to the benchmark in less than 6 months

### EDUCATION

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#### **THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS**

Chicago, IL

MBA with concentrations in Strategic Management, Marketing and Economics

6/11

- Co-Chair: Chicago Booth Energy Club
- Member: Media & Entertainment Club, Innovation Club, VC & Entrepreneurship Club
- Dean's List

#### **BENTLEY UNIVERSITY**

Boston, MA

B.S. Finance, magna cum laude

5/04

- Honors/Groups: President's List, Dean's List, Bentley Honor Society, Bentley Investment Group

### PROFESSIONAL HONORS

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- Crain's Chicago Business 2009 40 Under 40 Honoree
- Illinois Technology Association 2008 CityLIGHTS Award Recipient

### ADDITIONAL SERVICE & INTERESTS

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- Board Member: Open Books (non-profit social enterprise focusing on literacy initiatives in Chicago)
- Founder: TECH cocktail (TECHcocktail.com)
- Percussion, Physics, Writing, Reading, Baseball, Development Economics