

Clare McLeod

DETAILS

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(202) 925-9469

Portland, OR

EDUCATION

- **Cornell University**
2019 – BSc, Industrial
and Labor Relations

SKILLS

- **Microsoft Suite**
Excel, Word, PPT
- **Google Suite**
Sheets, Docs, Slides
- **CRM Software**
Salesforce, HubSpot,
Square
- **Email Marketing
Software**
Mailchimp, Kit,
iContact, MailerLite

INTERESTS

- River Huggers swim
team: open water
swimming, clean
water advocacy
- Triathlons
- Camping
- Hiking
- Backpacking
- Cooking

SUMMARY

Business development and operations professional with 5+ years of experience building GTM systems and executing within them; 2+ years of managerial experience leading 5 part-time employees at Ona Yogurt

EXPERIENCE

Growth Lead, Stello AI Jun 2025 – Present
Remote, Part-Time Role

- Manage sales processes from opportunity to close: lead demos, showcase product features specific to prospects' needs, conduct follow-ups, handle objections, negotiate contracts, generate invoices
- Restructure and integrate go-to-market tech stack to improve pipeline development, data hygiene, and repeatable sales process
- Represent Stello at global industry conferences: coordinate event logistics, set up booth, meet with prospects and potential partners
- Develop partnerships to expand product value for customers and increase revenue through indirect sales and drive product strategy

Founder & CEO, Ona Yogurt Nov 2022 – Jan 2025
Portland, OR

- Grew sales by 34% Y/Y from \$63k in 2023 to \$86k in 2024 by expanding from 1 farmers market to 6 markets, 6 retail locations, and online store
- Developed monthly sales report by channel and P&L; used data to cut expenses and scale gross margin from 46% in Y1 to 54% in Y2
- Responded promptly, professionally, and thoughtfully to customer inquiries across all channels: calls, emails, socials, web, in-person
- Executed marketing strategy: organically grew Instagram to 800+ followers, sent weekly newsletter to 300+ customers, organized demos
- Recruited, trained, and coached 5-person team to serve as brand ambassadors: run market booths, conduct store demos, respond to customers' questions, and operate 7+ hour-long production shifts

Program Manager, Cornell's Cayuga Forum Mar 2022 – Dec 2024
Remote

- Designed professional development program for entrepreneurial Cornell alumni worldwide, including monthly small group meetings, guest speaker sessions, curated networking, and in-person events
- Grew membership from ~30 US-based alumni to 150+ alumni across 5 continents via targeted marketing to alumni and standardizing sales process, including intake form, interview, and follow-up email cadence
- Educated and welcomed new members in hour-long kick-off meeting about program structure, communication methods, and expectations
- Elicited members' feedback through mid-year interviews, post-event surveys, and exit interviews; used feedback to improve program by selecting relevant speakers and curating industry-based small groups

**Senior Analyst, Udata Partners
Analyst**

Dec 2020 – Nov 2021

Jan 2020 – Dec 2020

Washington, D.C.

- Conducted 5-10 sourcing calls weekly, built rapport with founders and CEOs, asked relevant questions about their businesses and strategy, pitched Udata's value as a potential partner
- Increased firm-wide leads from ~20 to ~200 per week by implementing traditional BDR model (junior team members identify targets and senior members manage relationships)
- Managed marketing initiatives, including sending press releases about new investments (5-6 per year), team member promotions, and posting regularly on Udata's LinkedIn page
- Created "Analyst Playbook" to train new team members on sourcing, building rapport with executives, maintaining Salesforce records, conducting diligence, and managing relationships with prospects
- Administered Salesforce database of 12k+ active records, including building reports, adding new fields, and using funnel data to direct sourcing strategy