

## Contact

[www.linkedin.com/in/gcookmarvin](https://www.linkedin.com/in/gcookmarvin)  
(LinkedIn)

## Top Skills

Management Consulting  
Financial Modeling  
Business Strategy

## Languages

English (Native or Bilingual)  
Spanish (Native or Bilingual)

## Publications

Linear and Nonlinear Mass Sensing  
Using Piezoelectrically-Actuated  
Microcantilevers

# George C. Marvin

YC Founder | exKlarna | McKinsey Alum | LBS MBA | Mechanical  
Engineering  
Mexico City, Mexico

## Summary

Versatile leader with a proven track record of enabling institutions to navigate and execute on pressing strategic challenges as well as effectively scale through digital product development and advanced analytics enablement, collaborating with C-level executives and leading cross-functional teams of business owners, developers, and data scientists to aggressively and profitably grow the business

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## Experience

### Weltio (YC S22)

Co-Founder

October 2021 - Present (1 year 9 months)

Mexico

### Klarna

Head of Global Strategy for Merchants at Klarna

June 2020 - September 2021 (1 year 4 months)

Berlin, Germany

### Wayfair

Associate Director, Head of Global Order Visibility

June 2019 - May 2020 (1 year)

Berlin Area, Germany

- o Led cross-functional multi-geography teams of developers, data scientists, and business owners in the creation of a central platform for near real time visibility and operational decision making across our global supply chain
- o Coordinated the analytics and program management teams in identifying and executing on initiatives for NPS improvement and customer service cost reduction

### McKinsey & Company

Engagement Manager

August 2017 - May 2019 (1 year 10 months)

## Mexico City

- o Designed the commercial strategy for a bank for a 20% revenue lift using analytics-based segmentation
- o Redefined the portfolio strategy for an oil and gas company leading to a 30% increase in value
- o Led a strategic diligence to create a business plan for an energy B2B retailer unlocking +250M US
- o Advised a mortgage bank on its digital and analytics strategy identifying +230M US of value
- o Served a multi-billion-dollar energy player in defining maintenance strategy by implementing advanced analytics

## McKinsey & Company

Associate

October 2015 - June 2017 (1 year 9 months)

Mexico City

- o Analyzed and performed valuation of an IT services target in Latin America
- o Developed the digital strategy for a large mortgage bank and securities issuer
- o Designed a public policy strategy for electronic payment systems in Latin America
- o Created and implemented a retail growth strategy for a regional bank

## McKinsey & Company

Business Analyst

September 2011 - July 2013 (1 year 11 months)

Mexico City Area, Mexico

- o Advised a private equity firm on a telecom acquisition through modeling and financial valuation
- o Modeled the performance of a mayor infrastructure project and defined their IPO strategy
- o Advised a consumer goods company on an acquisition by defining the valuation for the target
- o Designed the digital and social media strategy for a retail player in Latin America
- o Designed and implemented performance management best practices at an industrial plant

## Purdue University

Research assistant

January 2009 - April 2009 (4 months)

- o Aided in the design and construction of a system for the control of the environmental atmosphere of MEMS sensors
- o Implemented a software solution for the automatic control of the experiments and remote administration using Labview

Microbotix, SA de CV

Intern

December 2007 - July 2008 (8 months)

- o Designed, simulated, and constructed the mechanical system for a publicity robot using CAD software.
- o Designed, simulated, and assembled the power electronics and digital control systems for a publicity robot using computer simulation software
- o Programmed the robot for speech capability

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## Education

London Business School

Master of Business Administration (MBA), Finance, General · (2013 - 2015)

Tecnológico de Monterrey

Bachelor of Engineering - BE, Mechanical, Electrical, Computer Science  
· (2005 - 2010)

Purdue University

· (2009 - 2010)

Peterson Schools

· (1996 - 2002)