

Maxwell H. Frenkel

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PROFESSIONAL EXPERIENCE

BERKEL ASSOCIATES

Strategic Finance & Growth Consultant

New York, NY
03/2023-Present

- Independent freelance consulting firm driving sustainable growth across Finance, Business Operations and Product initiatives

Selected engagements:

- **Orbia-Wavin (ORBIA.MX)- Water Infrastructure (Working for U.S. Product Lead):** Helped lead Urban Climate Resilience (UCR) team's U.S product expansion targeting 5 municipalities with 1 "Go-Fast" market; Coordinated sales efforts for 2 new contracts and 20+ more leads generated (in-process); Led pricing analysis projecting landed costs for blue-green roofs targeting 35% GM
- **Verinomics - Series A Agriculture Genomics Startup (Working for COO):** Rebuilt 5-yr financial model planning for a 2024 \$25M+ Series B fundraise, showcasing significant EBITDA expansion with Royalty Revenue recognition in outer years; Authored a comprehensive 5-yr strategic plan for Board meeting detailing tech. application development and expansion goals for 10+ crops

BUTLER HOSPITALITY

Manager, Finance, Business Operations, & Strategy (FBOS)

New York, NY
08/2021 – 05/2022

- Series B co. capitalizing on underutilized RE, Butler operated dark kitchens in hotels, capturing demand from other nearby hotels
- Interdepartmental strategist and consultant, helping to identify and bridge communication gaps, as well as prioritize cross organizational initiatives between teams and facilitate execution through the last 10% to completion

Selected initiatives:

- Partnered with COO to test new GTM strategy, opening micro fulfillment centers (MFCs) not located in hotels in attempt to shorten negotiation timelines and improve facility standardization, to capture +60,000 keys (2x portfolio) in less than 90 days
- Led product discovery workshop with Head of Product, to determine organizational priorities and create strategic alignment between teams, culminating in 2022 OKR launch focusing on customer acquisition, profitability, service standard goals
 - Managed initiatives related to unit-economics expansion goals, including labor staffing, contract renegotiations, declining budgets, inventory & fee implementations, resulting in +45% enterprise contribution margin & core hub EBITDA profitability
- Designed IC process with COO, including revenue-led consideration matrix and rebuilt underwriting model, ensuring new facilities are optimally located to capture demand and have production capacity to service demand levels that foster profitability
- Spearheaded operations team reorg. to ensure timely openings and successful ongoing management of fully staffed and trained facilities by prioritizing launch processes and hub self-auditing to improve partner relations and minimize corporate oversight

RBC CAPITAL MARKETS

Investment Banking Analyst, TMT - Digital Infrastructure

New York, NY
06/2019 – 08/2021

- Create presentations for clients providing strategic and financial advice that addresses company specific concerns, including acquisition targets, financing opportunities and current industry trends

Selected transactions:

- **DigiPlex, Exclusive Financial Advisor on +\$1bn Sell-side role to IPI Partners, LLC (July 2021)**
 - Collaborated with the client's Chairman and executive team in building the teaser, confidential information memorandum (CIM), tiered core buyer list and various benchmarking analyses
 - Established a valuation range by constructing by-facility operating model to ensure full capture in valuation analysis
 - Managed numerous advisors and coordinated with the company in accelerated diligence process, creating competitive tension among potential buyers to expedite sale timeline and beat competing asset to deal announcement
- **Spanish Broadcasting System – Exclusive Restructuring Advisor and Sole Bookrunner on Broadcaster's \$310mm Senior Notes Refinancing (February 2021)**

EDUCATION

THE GRADUATE CENTER, City University of New York (GC CUNY)

New York, NY
(Part-Time)

Master's – Economics and Geography (Interdisciplinary research-based degree - Liberal Studies)

- Research topics include Technology and Cities, Smart Cities, Urban and Regional Economic Development Policy and Planning

UNIVERSITY OF MICHIGAN, Stephen M. Ross School of Business

Ann Arbor, MI

Bachelor of Business Administration, Graduated with High Distinction (Concentrations in Business Law and Finance)

2019

- Minor in Entrepreneurship | Supplemental Studies Program in Public Policy
- **Study abroad:** Participated in 4 abroad experiences during college in Singapore, Barcelona, Prague & India
 - India experience included interning for Gujarati NGO (SETCO Foundation) focused on rural health and education

THE BRONX HIGH SCHOOL OF SCIENCE

Bronx, NY

Advanced Regents Diploma with Honors

2015

ADDITIONAL

- Passionate about optimization & expansion of urban areas, facilitated by technological advancement & community adoption
- Interests include cricket, non-fiction reading, art exhibits, shooting pool & snooker, pickup basketball, live music and cooking