

# Brennan O'Connell

Whitefish Bay, WI

## SUMMARY

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Experienced entrepreneur, product developer, and financial analyst with a passion for solving complex problems and building mission driven businesses. Proven track record of delivering operational impact, launching new ventures, and providing strategic investment advisory.

## ENTREPRENEURIAL AND OPERATIONS EXPERIENCE

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### **Optimal Blue (now Black Knight, Inc.)**

*Data Solutions Manager*

**Mequon, Wisconsin**

February 2019 – Present

- Recruited to develop greenfield data business line for the mortgage industry's largest digital marketplace platform
- Tailored go-to-market strategy for diverse target market including federal agencies, think tanks, mortgage-backed security investors, and lending institutions
- Led sales effort of data products, achieving nearly \$1 million of annual recurring revenue within one year of product launch
- Interviewed by Nasdaq TradeTalks as a subject matter expert to discuss the state of the mortgage market and COVID-19's impact on the industry
- Developed strategic partnerships with major data outlets including Bloomberg, Nasdaq, Thomson Reuters, and the Federal Reserve to distribute Optimal Blue's data assets

### **ShoU, Inc. (Gener8tor Alum)**

*Co-Founder, CEO*

**Milwaukee, Wisconsin**

September 2017 – February 2019

- Assembled a 4-member founding team with the technical and healthcare expertise necessary to deliver on the vision for a remote patient monitoring platform for private practice dietitians
- Collaborated with technical co-founders, serving as product manager, designer, and quality assurance in the execution of the product roadmap
- Led business development efforts leading to 15 private practice dietitian clients within 3 months of launch
- Selected to participate in nationally ranked startup accelerator Gener8tor's Milwaukee-based gBeta program in Winter 2018 (~10% acceptance rate)
- Invited to present on healthcare innovation at Startup Milwaukee Emerge in March 2018 and the Wisconsin Academy of Nutrition and Dietetics Annual Conference in March 2019

### **Swoop Search**

*Product Manager, Head of Operations*

**Madison, Wisconsin**

September 2016 – August 2017

- Recruited to scale operations for a venture-backed search and analytics software startup serving government and healthcare customers
- Instituted processes to standardize software development including 2-week sprint cycles, testing requirements, peer code review, and consistent pull requests

- Served as program manager for existing USG contracts, interfacing with customers, strategic partners, and engineering team to deliver technical requirements on schedule
- Managed personnel related activities including development of internal policies and recruiting, hiring, and training of 8 employees to fill roles in Development, DevOps, and IT

## **FINANCE AND INVESTMENTS EXPERIENCE**

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### **Prairie Capital**

*Private Equity Associate*

**Chicago, Illinois**

July 2015 – September 2016

- Involved in all aspects of the evaluation, due diligence, research, and financial analysis of new investment opportunities for a private equity firm with over \$1bn of deployed capital
- Supported diverse set of portfolio companies in healthcare (National Enzyme Company and Northfield Medical), education (TeacherMatch), contract manufacturing (Pioneer Metal Finishing), and consumer goods (Elta MD Skincare and BOTE Boards) by attending Board Meetings and engaging with management on financial and operational issues

### **Cleary Gull Inc. (now CIBC Cleary Gull)**

*Investment Banking Analyst*

**Milwaukee, Wisconsin**

July 2013 – June 2015

- Provided analytical and execution support on sell-side M&A, valuation advisory, and capital placement services to public and private companies for a boutique investment bank
- Developed financial models in support of strategic acquisitions and leveraged buyouts
- Prepared Confidential Information Memorandums and Management Presentations for distribution to potential private equity and corporate buyers, resulting in 7 closed transactions

## **COMMUNITY INVOLVEMENT**

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### **Co:Lab 2020**

**Milwaukee, Wisconsin**

- Worked with a multidisciplinary team, including the BID 32 Manager, to develop an initiative that improved consumer interest in the North Avenue/Fond du Lac Avenue corridor
- Codeveloped *The Lindsay Heights Painting Project*, a strategic concept to build community awareness and create intentional "stickiness" through colorful streetscape art painted by local artists and community members ([www.colabmke.com/vote](http://www.colabmke.com/vote))

### **The Joseph Project**

**Milwaukee, Wisconsin**

- Volunteered as mock interviewer for participants during a weeklong professional skills training program that connects job seekers with local employers looking to hire

## **EDUCATION**

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### **University of Wisconsin-Madison**

*B.B.A., Accounting; Finance, Investments, and Banking*

**Madison, Wisconsin**

May 2013

- **GPA:** 3.9 / 4.0

### **City University**

*Cass School of Business Study Abroad Program*

**London, England**

Spring 2012