

Aaron Forrest

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EDUCATION

- 2019-2021 **MARRIOTT SCHOOL OF MANAGEMENT - BRIGHAM YOUNG UNIVERSITY** Provo, UT
MBA Candidate | Product Management & Information Systems
- Larry H. & Gail S. Miller Leadership Scholarship
 - MBA Tech Society | Product Management Association | Cougar Capital VC Firm – Director of Communication
- 2017-2017 **GENERAL ASSEMBLY - Product Management Bootcamp** San Francisco, CA
- 2010-2016 **BRIGHAM YOUNG UNIVERSITY** Provo, UT
Bachelor of Science, Kinesiology & Exercise Sciences
- BYU Academic Scholarship and *Y Award* BYU Leadership Scholarship
 - Advanced Spanish Certification *American Council on the Teaching of Foreign Language*

EXPERIENCE

- Summer 2020 **Nike** Beaverton, OR
Digital Product Manager, MBA Intern (Interned Remotely)
- Generated \$167MM ARR expected outcome by closely aligning with the UX Insights, iOS Engineering, and UI Design teams to bring to life a unique commerce feature set for the Nike Run Club app
 - Authored 17-page product narrative containing extensive data analysis, thorough strategic approach, detailed competitive landscaping, and clear user journey mapping
 - Implemented AI model for personalized running shoe recommendations based on user activity data
- 2017-2019 **Gixo Inc. (Acquired by Beachbody LLC)** San Francisco, CA
Product Manager
- Revolutionized the mobile fitness app industry by creating the first ever LIVE interactive 5k & 10k race events
- Founding team member working on all aspects from conceptualization to launch
 - Helped raise over \$7.0MM from Greylock Partners, Social Capital, xSeed Capital, and Cowboy Ventures
 - Championed product development of virtual 5k charity events raising \$85k for various nonprofit organizations
 - Increased revenue 17% by launching first company CRM platform (with email, text, and push notifications)
 - Recruited team of 8, created product specs for various customer engagement features, and managed LMS
 - Developed proficiency in product management tools such as Jira, Git, Iterable, Figma, AWS, and Amplitude
 - Company acquired by Beachbody in profitable \$15MM agreement of Gixo and offered PM role in Los Angeles
- 2016-2017 **Coach Aaron LLC** San Francisco, CA
Founder & CEO
- Created 150-page fitness and nutrition eBook and supplemental workout guide
 - Built personal eCommerce site & surpassed all production costs within 24 hours of selling product online
- 2015-2016 **Capitol Hill Senate Offices** Washington D.C.
Intern for Senator Jeff Flake
- Created analytics dashboard for constituent feedback
 - Consolidated learnings from 20+ hearings into written memos for review with the Senator
 - Researched healthcare policy reform and issues pertaining to the Committee on Business Entrepreneurship

VOLUNTEER SERVICE

- Two-year full-time service volunteer in Madrid, Spain where I learned to speak Spanish fluently and led over 210 volunteers through various leadership trainings in over 10 Spanish cities
- 4H Youth Mentor and Volunteer High School Seminary Teacher

PERSONAL ACHIEVEMENTS

- 10x Marathon Competitor: 2x Boston Marathon Finisher and 1st Place Finish at the 2016 Phoenix Marathon
- Dale Carnegie Immersion Seminar – Outstanding Performance Award
- Eagle Scout – for project I organized community 5k event raising \$4,200 to send phone cards to troops in Iraq

SKILLS / INTERESTS

- Adobe Software (Photoshop, Illustrator, InDesign, and Premiere), Python, HTML & CSS, SQL
- Equinox Group Fitness Instructor, Certified Personal Trainer, and Fitness Nutrition Specialist
- Adventuring, international travel, and having good times with great people