

RACHEL DYKE

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SUMMARY

Results-oriented and analytical executive with proven leadership ability. Deep experience in designing and executing market-specific strategies driven by data, analysis, and public policy. Cross-functional problem solver, rapid learner, and team player with passion for public service and winning.

EXPERIENCE

Flexport

San Francisco, CA 2017-present

Flexport is a fast-growing and high-tech player in international shipping. Flexport is a freight forwarder for modern logistics teams.

Senior Director for Global Pricing

- Responsible for Flexport pricing strategy and execution, including the development and operation of advanced pricing software.
- Run a global pricing team in the US, Asia, and Europe (15 people)
- Cross-functional role coordinating launch of new product offerings and business initiatives across marketing, sales, operations, engineering, finance, legal, and procurement
- Hired as Director and promoted to Senior Director
- Role on leadership team

Sunrun Inc.

San Francisco, CA. 2008-2016

Sunrun is the nation's leading residential solar company. Recruited by the founders as the 6th employee and oversaw product development and analysis from the company's infancy to 100K customers across 65 utilities, 2,500+ employees, \$3B+ in assets, and an IPO in Aug 2015.

Director, Market Strategy and Development

May 2015-Feb 2016

- Develop market expansion strategy including: assessing new territories, determining market-specific launch plans, creating performance targets and metrics, and setting the launch roadmap through cross-functional decision processes.
- Lead a team that executes new market launches across all Sunrun business units, products, and functions. Manage early market success across marketing, sales, and build operations groups.
- Successfully launched Sunrun's business in 4 states and 11 electric utilities since May 2015. Exceeded growth and revenue targets by 20%.

Director, Product Finance

Sept 2011-May 2015

Manager, Product and Market Development

Feb 2010-Sept 2011

- Led a team of analysts and engineers that managed all pricing and product profitability during the company's fastest growth period (>100% annually) across 56 utility territories, 4 sales channels, and >80 partnerships.
- Translated >\$2B of complex structured finance vehicles into pricing models and compelling consumer products.
- Determined and executed frequent price changes based on rapid data and financial analysis, market conditions, risk mitigation, and cross-functional input.
- Developed tools for optimization, data management, and reporting that accurately set pricing for ~2400 quotes/day.
- Delivered data-driven insights and regular profitability reports. Built and continuously improved on automation and visualization of critical and complex information. Managed development of software and practices for scalable analysis, reporting, and data management.
- Established critical business management metrics and methodologies with CEO and top execs.
- Managed company cash flow model and major corporate strategy work including reporting, planning, and forecasting.
- Led company entrance into new markets.
- Ran Renewable Energy Credit (RECs) trading desk resulting in >\$8M/year in transactions representing the sale of >50,000 RECs/year in 5 states

Business Analyst working directly for company founders (President, CEO)

May 2008-Feb 2010

- Analyzed, designed, and advocated for specific federal, state, and local legislation and regulatory policy.
- Designed and built critical, proprietary software with two software engineers. The software served as Sunrun's customer origination and dynamic pricing platform through mid-2015.

BTI Group MA, a Mergers and Acquisitions advisory firm

San Francisco, CA. Feb-May 2008

Analyst, Mergers and Acquisitions (internship)

- Sourced acquisition deals in several industries. Won award for Top Researcher.

Stanford Sierra Camp Counselor, Kitchen Staff

Fallen Leaf Lake, CA. June-Sept 2007

EDUCATION

Stanford University

Stanford, CA. 2007-2008

- M.S in Management Science and Engineering
- Volunteer assistant coach to the Varsity Women's Lacrosse team, women's Ultimate Frisbee

Stanford University

Stanford, CA. 2003-2007

- B.A in International Relations
- Women's Varsity Lacrosse 2004-2007, Captain 2006-2007. Stanford Athletic Dept Honor Roll 2006, 2007. Academic All-Conference Selection 2006, 2007. IWLCA National Scholar-Athlete following university nomination in 2006.
- Kappa Kappa Gamma (sorority) Chair of Public Relations 2004-2007; Stanford University Marching Band 2003-2004

ADDITIONAL WORK EXPERIENCE, SKILLS, INTERESTS

- Expert in Microsoft Excel, Word, PowerPoint. Experience with relational databases, SQL, Python, R, and Tableau
- Regional candidate for White House Fellowship in 2014
- Volunteered in rural Nicaragua to install a solar system on a school (Feb 2014). Conversational Spanish.
- Volunteer soccer coach for underprivileged girls
- Triathlete and marathon runner; enthusiastic traveler
- Certified whitewater raft guide; guided for one summer and now guide on many weekends

Consulting And Contract Work

March 2016-March 2017

- Grant application reviewer for US Department of Energy
- Community solar project development consultant for non-profit Sun Valley Institute of Resilience
- Whitewater raft guide (fulltime), outfitter All Outdoors, South Fork American River, June-Oct 2016