Martin Zacarias

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Summary

Martin has vast and successful experience as a technology start-up executive. In addition to founding addedIQ, a data science and analytics consulting firm, he previously launched the tech company, 10K Wizard Technology, where his leadership led to consistent growth and profitability and technology innovation, culminating in its successful acquisition by Morningstar. He also brings deep knowledge and years of experience in product strategy and market fit, start-up company formation, technology development and implementation, all aspects of finance, general management, sales, and marketing. Martin holds a BA in Computer Science and English from Rice University and an MBA from the Harvard Graduate School of Business.

Professional Experience

addedIQ, LLC

CEO & Founder   September 2018 to Present

addedIQ is a data science and technology consulting and development firm focused on providing senior management with actionable insight utilizing advanced data science, machine learning and artificial intelligence techniques.

Developed market fit and positioning, branding and oversaw development of this analytic services and data products development company. Responsible for management and strategic direction.

I grew the company to a technology team of six engineers and managed all aspects of the firm including client development, technology development, project management, finance and human resources.

Example successful work includes the development and implementation of models that measure and optimize customer engagement, churn, segmentation, recommendation, and demographics.

HUGEdata, LLC

CEO & Founder   January 2014 to August 2018

HUGEdata was the developer of a powerful, cost-effective, cloud-based and on-premise analytic data warehouse. HUGEdata offered a high-speed analytic database that utilized existing SQL queries, providing quick ramp-up, scalability at a lower total cost of ownership.

Duties and Responsibilities included: company formation, business development, technology team product and project management, finance.

Morningstar, Inc.

Senior Vice President   January 2014 to August 2018

Managed all aspects of the acquired 10K Wizard Technology business unit with a focus on business development growing sales. In addition, I provided M&A advisory for two acquisitions that augmented the revenue and technology of the corporate documents business unit.

10K Wizard Technology, LLC

CEO and Founder   January 2000 to August 2008

Grew from zero users to over 90,000 active users and over 1,500 enterprise accounts, becoming one of the leading providers of real-time corporate documents and technology to major investment banks, law firms and investor relations firms. The company was successfully acquired by Morningstar, Inc.

Managed technology team developing the first on-line publicly available real-time document searching and alerting capability for corporate documents.

Responsible for company formation and governance, business development, technology team product and project management, finance.

Gathering of Developers, LLC   *Financial Advisor & CFO*

In addition to role as CFO, I was responsible for raising capital for this start-up game publisher. Successfully raised initial funding of over $20 million. Was later successfully acquired by Take Two Development, Inc. Managed all financial aspects of the firm

ION Storm, LLC   *Financial Advisor & Interim CFO*

In addition to role as CFO, I was responsible for raising capital for this start-up game developer. Successfully raised initial funding of over $40 million. Managed all financial aspects of the firm.

Argus Capital, LLC   *CEO & Founder*

Provided capital raising and financial advisory services in industries ranging from food processing, game development and technology. Successfully raised capital for these firms ranging from senior debt, equity and publisher financing.

Citigroup, Inc.   *Assistant Vice President, Leveraged Buyouts*

Participated in numerous large leveraged buy outs, ranging in industries from food processing to retail. Responsible for company due diligence, preparation of all financial scenario modeling

including capital structure, making presentations to internal and client senior management, legal review, subsequent account management and, in some cases, capital restructuring and bankruptcies.

IBM Corporation   *Systems Engineer - Marketing*

Provided systems engineering, planning, and direct customer support to large corporate customers. Responsible for supporting sales and marketing in proposing and subsequently assisting in the implementation of the company's large-scale hardware and software systems. Successfully completed IBM Sales Training.

Education

Harvard Graduate School of Business

Master of Business Administration

Emphasis in finance and real estate.

Rice University

Bachelor of Arts

Dual degree in Computer Science and English