

ZACHARY LIPKIN

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EXPERIENCE

PROPHET

Senior Associate, Growth Strategy
Associate, Growth Strategy
Intern Associate

New York, NY
2026–Present
2024–2026
2022

- Mapped \$100B+ TAM into opportunities for Fortune 500 CPG firm through in-home qual, 5,000-person quant, and product-level analysis; developed growth strategies anchoring \$1B sales target and generating \$1M+ follow-on
- Designed and piloted AI research methodology for \$350B+ AUM firm using live data collection, AI consumer simulations, and concept testing; client adopted the methodology and contracted follow-on implementation
- Developed campaign strategy for \$370B+ healthcare firm, coordinating execution across research, creative, and media teams from concept through omni-channel launch; client purchased ongoing retainer for optimization
- Defined positioning and differentiated feature set for financial product at \$2T+ AUM firm, guiding development
- Independently developed AI training curriculum after identifying firm-wide knowledge gap; presented to internal audiences including Chief Digital Officer, now mandatory for 500+ global employees

IMPULSUM VENTURE COLAB

Venture Analyst Intern

Remote
2022

- Built deal-flow database tracking 150+ startups to centralize diligence metrics and streamline benchmarking
- Conducted diligence and founder meetings, working directly with Managing Partner on successful fund investment
- Authored two memos for LPs on successful investments, translating diligence into thesis-driven narratives

UNIVERSITY SKATE COLLECTIVE

Founder and President

Ann Arbor, MI
2019–2023

- Founded and scaled 10x in first month, securing \$10k+ in funding and curating programming for 600+ members
- Led negotiations with student government and university president to permit skateboarding on campus

EDUCATION

UNIVERSITY OF MICHIGAN

Stephen M. Ross School of Business — Bachelor of Business Administration, 2023
GPA: 3.9/4.0, Cum Laude • Emphasis in Business Strategy and Psychology

Ann Arbor, MI

ADDITIONAL

- Magician, applying psychology, storytelling, and improvisation to engage live audiences at private events and via cold-approach street magic
- Startup content creator, sourcing and breaking down early-stage innovation, generating ~100k views; currently rebuilding with AI-automated production
- Independently studying Singapore's development under Lee Kuan Yew, silicon photonics, and the energy grid