

# AMEYA SHELBY

Strategic operator and venture builder with a track record of driving growth and operational excellence across dynamic organizations. Combines traditional business acumen with innovative thinking and narrative storytelling to align strategy, operations, and culture—turning vision into execution. Seeking a generalist startup role that blends analytical rigor with creativity, designing scalable systems, empowering multifunctional teams, and driving transformative outcomes.

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## PROFESSIONAL EXPERIENCE

**M13** *a premier early stage VC firm with \$1.3B AUM*  
Venture Studio Associate

**Los Angeles, CA**  
2024 - Present

- As the 1<sup>st</sup> non-partner hire, designed the infrastructure and processes for the incubator, accelerating existing systems (e.g., AI tooling, KPI trackers, Notion dashboards) and continuing to optimize workflows for scale
- Straddles the line between founder and investor: validates problem areas with data, hypothesizes initial business concepts, sources founding teams, conducts due diligence, constructs investment memos
- Leads studio discovery efforts: codifies top-of-funnel opportunities (230+ so far) and researches concepts with the most potential, collaborates with fund's investing team on firm-wide investment theses
- Supports a portfolio of 8 pre-seed and seed stage companies, serving as an early operator for each founding team
  - Talent Acquisition:** led recruiting process implementation, JD development and refinement, candidate pipeline management, sourcing, and ultimately brought on 4 core engineering hires, 1 COO, and 1 Head of BD
  - Product & Data:** acted as a product manager for a women's wellness tech platform, managing a UX/UI designer and brand director; piloted data analysis experiment for agentic auto tech incubation
  - Fundraising Strategy:** drafts initial pitch decks, identifies potential round leads and co-investors, manages cap tables and CRMs for VC outreach

**Peers Studio** *a Switzerland-based design studio and incubator*  
Project Manager

**New York, NY**  
2024 - 2025

- Built out critical sales materials and reworked internal processes for a YC-backed Series A fintech platform specialized in underwriting for e-commerce brands; monitored portfolio of 300+ clients
- Developed in-app referral system and presented CAC/LTV analysis to CEO and CFO
- Exceeded leadership expectations in areas of GTM Strategy, emerging market analysis, asset production/direction, financial modeling, stakeholder management, and UX/UI design

**Deloitte Consulting** *the world's largest management consulting organization*  
Business Analyst, Strategy & Analytics /// TMT Sector

**New York, NY**  
2022 - 2024

- Supported the development of scenario modeling project hypothesizing the media & entertainment business landscape by 2030 and outlining strategic imperatives and hedges that were ultimately published in an external eminence piece; presented research to 150+ firm partners and practitioners
- Constructed and calibrated new AI tool and RAG model with national office that was released globally to expedite productivity; upon launch, leveraged by 100,000+ employees across 2 continents
- Managed client workstream conducting competitive analysis for a Fortune 500 data company's forthcoming ESG product and identified 5 prospective acquisition targets

**Reframe** *a seed stage startup backed by Y Combinator*  
Business Development & Marketing Intern

**Atlanta, GA**  
2020 - 2021

- Evaluated existing user behavior on addiction recovery app and increased daily user engagement by 7-10 minutes via comms strategy, influencer partnerships, and app content, growing average user retention by 15%
- Orchestrated marketing strategy by refining social media presence (boosted follower count by 50% to 14.4K) and post-notification interface, which correlated with increased trial-to-conversion rate of 81%

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## LEADERSHIP EXPERIENCE

**Commercial Voice Actor**  
Freelance

**New York, NY**  
2024 - Present

- Performs clear and engaging voiceovers for a range of radio/TV ads, video games, podcasts, etc., adapting vocal style and tone based on brand requirements and target demographics
- Collaborates with directors, producers, and sound engineers to execute vision, producing top-tier results
- Operates personal business: outbound sourcing, contract management, brand presence, and general admin

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## EDUCATION

**New York University /// Leonard N Stern School of Business**  
BS in Business, Concentrations in Finance and Marketing, Minor in Creative Writing

**New York, NY**  
2018 - 2022