

Aaron Christopher Seabron

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Education	Cornell University, Johnson Graduate School of Management <i>Master of Business Administration, May 2012</i> Roy H. Park Leadership Fellow – Merit-based, full-tuition scholarship awarded for demonstrated leadership, professional and academic achievement, and community service; Student Council Chair; Winner, McAllister Marketing Essay Competition; Runner-Up, Battle of The Brands Marketing Competition; Career Work Group Leader	Ithaca, NY
	University of Michigan <i>Bachelor of Arts, with distinction, Sports Management and Communication, May 2006</i> James B. Angell Scholar, Stephen J. Galetti Award, Sports Business Association President	Ann Arbor, MI
Experience	General Mills <i>Summer Associate Marketing Manager – Betty Crocker</i> <ul style="list-style-type: none">Performed competitive analysis and scenario planning on emerging competitor resulting in immediate shift in brand positioning strategy and \$3M revenue opportunityLed 20 person cross-functional team to launch test market innovation for new line of baking mixes, including product formula, packaging, business model and retail sell-inDeveloped Hispanic-targeted creative brief for desserts portfolio to support \$400K regional media budget and managed initial phases of agency implementation	Minneapolis, MN
2011		
2008-2010	Management Leadership for Tomorrow (MLT) <i>Partner Relations Associate</i> <ul style="list-style-type: none">Managed 22 corporate partnerships across the financial services, consumer products, retail, and entertainment sectors valued at \$1.7M annuallyIncreased total financial contribution of five key accounts by 60%, in 2009, by developing customized engagement proposals and negotiating partnership agreementsCreated and implemented metrics and processes to ensure partner satisfaction and ROIFacilitated corporate partner involvement in 12+ in-person and 20+ virtual events annually to create value for MLT stakeholders	New York, NY
2006-2008	Lehman Brothers <i>Investment Banking Analyst – Global Debt Capital Markets</i> <ul style="list-style-type: none">Provided banking, analytical and execution support for 12 global communications, media, and technology debt financing transactions valued at \$19.9bnDeveloped financial models of refinancing and refunding opportunities, derivative structures, interest rate sensitivities, historical rate comparisons, and free cash flowAnalyzed economic trends and secondary trading to compose daily and weekly commentary distributed to corporate clientelePerformed all aspects of deal execution: market monitoring, opportunity discovery, client presentations, rating agency and investor presentationsElected to represent the interests of analysts to senior management as a member of the Global Advisory CommitteeSelected to lead undergraduate recruitment efforts and initiatives at the University of Michigan as analyst team captain	New York, NY
Personal	<ul style="list-style-type: none">Procter & Gamble MBA Marketing Summer Camp 2010MLT – MBA Prep Program Fellow, 2010 Career Prep Program Fellow, 2005Consortium for Graduate Study in Management – Member, Class of 2012Hobbies include reading autobiographies, fantasy sports, and collecting sneakers	