

# JUSTIN SAYARATH

**Website/Portfolio:** www.jsayarath.com | **Email:** sayarath.justin@gmail.com  
**Address:** 101 Glen Alpine Court, Mountain View, CA 94043 | **Mobile:** (619) 313-3737

## EDUCATION

---

### University of California, Berkeley

Berkeley, CA

B.A. Economics | Focuses: Behavioral Economics, Development Economics

May 2013

- Awards/Honors: CalGreeks Leader of the Year, Alumni Association Leadership Award, First Generation Award
- Activities: Alpha Tau Omega Fraternity Vice President, Cal Orientation Counselor, Order of the Golden Bear Fellow

## PROFESSIONAL EXPERIENCE

---

### Kleiner Perkins Caufield & Byers

Menlo Park, CA

Senior Analyst

July 2013 – Present

- Lead KPCB's "next generation" strategy by creating world-class initiatives and managing brands targeted at up-and-coming entrepreneurs, engineers and designers in university, multicultural organizations and technology programs
- Managed a small high-performing team and oversaw a \$1M budget to build the industry-recognized KPCB Fellows program, an on-campus scouting and campus ambassador program and the firm's first on/offline college strategy
- **Project Management Experience:**
  - Oversaw KPCB Fellows Program in achieving multi-year press recognition and prestigious *Vault* ranking of "Top 5 Internship Programs in America" by fostering a thriving community of future entrepreneurs and perfecting first-class programming with participation from venture capitalists and senior executives from industry
  - Facilitated selection processes for 2500+ candidates from multiple technical disciplines across 30+ startups of varying growth stages by designing complete candidate experience and managing relationships with founders
  - Launched investment scouting and brand ambassador initiative with 70+ representatives on universities across the country who sought out young founders and organized regular entrepreneurial campus meetups
  - Initiated partnerships with nonprofits including Kiva, IDEO, (RED) and Internet.org to launch a social impact initiative centered around open innovation challenges used to engage 10,000+ students in online hackathons
- **Marketing Communications Experience:**
  - Developed KPCB's "next generation" brand identity and design language anchored around "KPCB Fellows," and qualitatively and quantitatively measured brand evolution through comprehensive surveying across time
  - Collaborated with marketing leaders from 40+ portfolio companies ranging from 10-person startups to public companies to build creative assets and elevate content through the firm's channels
  - Nurtured relationships with campus influencers including professors and student organizations from 150+ campuses resulting in 150+ annual speaking engagements reaching 20,000+ students
  - Created pervasive digital campaigns to amplify KPCB Fellows application cycles across multiple channels including email, ads, content marketing and traditional media - increasing applications 50% Y/Y
  - Fostered community of KPCB Fellows, hackathon organizers and student influencers around the KPCB brand through word of mouth and digital channels to grow firm's university landing page views 130% Y/Y

## LEADERSHIP EXPERIENCE

---

### University of California, Berkeley (ASUC)

Berkeley, CA

Executive Vice President of the Student Body

May 2011 – May 2013

- Ran a successful campaign to be elected by 36,000 students to serve as one of the highest ranking representatives
- Acted as Chief Operating Officer of the \$1.7M 501(c)3 non-profit and board member of the complementary \$22M commercial services unit while managing a 46-member staff focused on enriching all aspects of student life
- **Key Projects:**
  - Designed and executed the move of 1000+ student organizations and construction of a \$10M temporary facility to house student life while the new student union building was under construction
  - Acted as student voice in the rollout of \$22M worth of campus-wide tech upgrade projects including Google Apps for Education (email and calendaring) and free Adobe Creative Suite solution for students and faculty

### Caliber Magazine

Berkeley, CA

Managing Editor and Head of Production

August 2009 – August 2011

- Managed a founding team of 100 journalists, photographers and designers in production of 36-page full-color print magazine and award-winning online magazine receiving recognition as UC Berkeley's Official Magazine

## SKILLS AND INTERESTS

---

Interests: Design, Southeast Asian History & Cultures, Social Movements, Developing Economies & Markets  
Community Service: Global Glimpse Advisory Board Member, Business Design Volunteer for Beyond Type 1