

LINDSEY ALIKSANYAN, MBA

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PROFILE

Fractional Strategy & Intelligence Executive with 15+ years of experience connecting SaaS sales, enterprise growth, AI implementation, consumer and market intelligence, and operating design. Currently lead Metricform across product strategy, machine-driven intelligence systems, technical defensibility, go-to-market, enterprise sales, C-suite customer delivery, partnerships, and capital strategy. Manage day-to-day executive relationships across Danone, Tarte Cosmetics, and the Canadian Securities Exchange and own a \$1.10M named ACV pipeline behind first enterprise revenue. Bring deep expertise in marketing AI, consumer research, network analysis, social and media listening, narrative intelligence, research automation, and translating fragmented evidence into executive decisions.

Core Competencies

- SaaS Sales & Enterprise Growth
- C-Suite Client Leadership
- AI Strategy & Implementation
- Operating Model & Workflow Design
- Narrative & Market Intelligence
- Strategic Partnerships & Capital Strategy
- Consumer Research & Audience Insight
- Network Analysis & Social Listening
- Brand, Reputation & Risk Intelligence
- Product Strategy & Technical Defensibility
- Python, APIs, AI & MCP Systems
- Go-to-Market & Commercialization
- Executive Reporting & Decision Support
- Marketing AI & Research Automation

PROFESSIONAL EXPERIENCE

Founder & CEO | Metricform, New York / Remote | 2025 – Present

- Lead company strategy, SaaS product roadmap, AI implementation, pricing, enterprise delivery, sales, partnerships, and go-to-market for a narrative-intelligence platform serving communications, brand, risk, research, and strategy teams.
- Design and advance machine-driven intelligence systems spanning community-graph cluster detection, MCP-native answering, multimodal source-chain analysis, network and social listening, and account-specific learning loops; patent application is underway.
- Manage day-to-day C-suite relationships and delivery across Danone (paid and live), Tarte Cosmetics (confirmed), and the Canadian Securities Exchange (confirmed / legal), translating complex market, consumer, brand, and communications questions into executive action.
- Own a \$1.10M named ACV pipeline spanning a \$132K committed path, 12 named accounts, and two signed agency LOIs representing \$480K in potential ACV; maintain clear separation between pipeline and booked revenue.
- Lead a cross-functional team across product, engineering, data, research, design, legal, and growth while driving the current \$900K pre-seed SAFE raise and managing \$150K in founder capital deployed.

Strategy Manager, Intelligence — Contract | News Corp / Storyful, New York, NY | June 2024 – December 2024

- Led 5+ analysts, including 3 direct reports, across advertising safety, reputation risk, rebranding, and intelligence engagements; improved content compliance and operating efficiency by 12%.
- Developed Growth Score and Brand Equity methodologies and built a Python-based MVP using API and OpenAI integrations to qualify and visualize opportunities for leadership.
- Led risk, revenue-gap, whitespace, and brand-perception reporting for senior stakeholders at Google, SHEIN, Deloitte, and other enterprise organizations.
- Rebuilt reporting workflows and strengthened executive synthesis across strategy, research, client, and leadership teams.

Director of Brand Strategy | 20nine | 2022 – 2024

- Led a strategy team of 10+, including 4 direct reports, across SaaS, fintech, healthtech, martech, and DTC accounts, integrating consumer research, audience intelligence, positioning, and go-to-market strategy.
- Partnered with client services on opportunity development, strategic pitches, and negotiations that contributed to \$9M in new accounts across FY2022–FY2023.
- Helped drive an 11% increase in agency market share and a 14% profit uplift in FY2022.
- Led strategy for Emodo, Linqto, GHR, and Incfile/Bizee; integrated work increased Incfile customer engagement by more than 16% in 2023.

Campaign Director | Wargaming Group | 2021 – 2022

- Developed global communications and 360° campaign strategy for World of Tanks, translating cultural and audience insight into executive-level creative direction.

Brand & Strategy Consultant | Mirenga | 2021

- Led programmatic and connected-TV strategy, budget optimization, and operating design, contributing to an average 15% improvement in client ROI.
- Built and led a team of five media planners and programmatic buyers, improving team productivity by 25%.

Vice President, Brand & Strategy | Onyx Agency | 2019 – 2021

- Led 8+ person team; omnichannel programs achieved 3.8% CTR and generated over \$3M in revenue.
- Developed omnichannel programs generating 30M+ impressions, built 30+ pitches, and helped secure six new accounts.
- Led DAZN U.S. expansion; improved online betting visibility by 30% through tech partnerships.

Co-Founder / Chief Product Officer | Mixrise, Inc. | 2017 – 2019

- Led product and AI strategy for a music-technology platform designed to analyze and categorize music collections for discovery and licensing.
- Raised more than \$300K in seed funding and led financial planning, team formation, product development, and early operating strategy.
- Worked with Gunderson Dettmer on intellectual-property strategy for digital music rights.

Marketing Manager | Brand Innovators | 2015 – 2017

- Refined CRM and event registration efficiencies; supported 50 sponsorships and \$140K+ revenue.
- Led email and newsletter strategy for a network of more than 60,000 brand marketers and established co-marketing partnerships.

EDUCATION

Cornell University, SC Johnson Graduate School of Management, Ithaca, NY

Master of Business Administration, Executive MBA, May 2025

President, EMBA Consulting Club | 2025 Class Representative | Big Red Ventures Associate | Emerging Markets Fellow | 2025 EMC² Fellows Award

Lancaster University Management School, Lancaster, United Kingdom

Bachelor of Science, Marketing, June 2012