

## EXECUTIVE SUMMARY

Driven and innovative entrepreneur with over five years of experience in project management, digital solutions, and design. Experienced in blending technical and creative strategies to enhance user experiences, lead teams, and drive impactful change. Proven ability to cultivate strategic partnerships and spearhead initiatives that foster sustainable growth and social impact.

## EDUCATION

### ISM University of Management and Economics

*M.Sc. in Business Management, Global Leadership, and Strategy*

Fall 2025

Vilnius, Lithuania

Projected GPA: 9.4/10

### Illinois Institute of Technology

*B.Sc. in Industrial Technology and Management*

*Thesis: Production Reporting Improvements Using Custom Software*

Fall 2017

Chicago, IL, United States

GPA: 3.64/4 | Dean's List

### ISM University of Management and Economics

*B.Sc. in Industrial Technology and Management*

*Thesis: Raw Material Management Process Improvement at UAB "Vilniaus Pakuotė" (packaging manufacturer)*

Spring 2018

Vilnius, Lithuania

GPA: 8.83/10

## EXPERIENCE

### Lecturer, ISM University of Management and Economics

Sept 2023 – Present

- Teaching courses on web and app design, mentoring 40+ students in business ventures, and securing high-profile guest lecturers from Lithuania and the U.S.
- Ranked 4.79/5 by students (Spring '24), placing among the top lecturers at ISM. Represented the university for international delegations (Northeastern University) and as a speaker at global events (ISM EMBA Gala, etc.).

### Product Manager, XREA

Oct 2022 – April 2024

- Led strategic UX innovation project for a real estate feasibility analysis startup, which aimed to reinvent real estate feasibility analysis in the United States using machine learning (ML) solutions. Developed a product solution which shortened the initial analysis from 12 weeks to a few hours, reshaping the company's product roadmap.
- Re-envisioned website branding and crafted strategic pitch materials.

### CEO & Co-Founder, brandù Digital Marketing Agency

Apr 2019 – Aug 2022

- Founded and scaled the company to €300k in annual revenue, profitable from day one. Led a team of 12 in developing 170+ projects globally. Notable projects: 900% revenue growth for MATH Scientific Skincare ecommerce business; employer branding campaign to attract 400 new employees for Thermo Fisher Scientific Baltics; highly performing website revamp solution for Klaipeda State College (serving 60k+ visitors per month).

## LEADERSHIP & SERVICE

### Founder and Project Manager, Smart Projects NGO (*Išmanieji Projektai, VšĮ*)

Oct 2013 – Dec 2019

- Led a team of 40+ volunteers to organize a national STEM competition, Smart Day with 15,000+ students and teachers participating across 500 schools in Lithuania.
- Expanded the initiative into multiple projects, including a trivia tournament (Smart Fights; 350+ participants), a teacher-focused e-book series (Smart Teacher; 2000+ downloads), and a season-ending event (Smart Event; 100+ participants each year), fostering interdisciplinary education in math, science, and economics.

### Leadership in STEM & Community Engagement

- Conceptualized an admissions selection event at ISM for the Entrepreneurship & Innovation program, incorporating personal introduction and teamwork ability testing exercises.
- Delivered entrepreneurship and leadership workshops at 15+ schools, reaching over 350 students in collaboration with ISM's Business Class project.
- Organized and hosted online trivia events in 2022, raising over €2,500 to support Ukraine relief efforts.
- Selected as a member of the prestigious National Student Academy (2010–2014), completing intensive programs in informatics and advanced problem-solving.

## AWARDS AND HONORS

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### **40 Under 40 — Delta Tau Delta**

November 2021

*Honoured as one of 40 Delta Tau Delta members under 40 globally for creating measurable social impact through technology and educational initiatives. Recognition highlights achievements in developing educational programs reaching over 15,000 students and leading community-focused tech projects.*

### **ISM American Friends Grant**

February 2016

*Awarded the exclusive ISM American Friends Grant, which enabled my studies in the US (Illinois Institute of Technology, Chicago), an opportunity otherwise beyond my family's reach. Learning from industry leaders, including a former Motorola board member, profoundly shaped my academic and career path through mentorship and cultural exchange.*

### **HackNow 2012 TOP30**

October 2012

*Recognized in HackNow's Top30 for young programming talent across the EU, my first-ever coding project—a logic puzzle game—blended my passion for brainteasers with programming. This achievement solidified my path in tech, laying a strong foundation for future innovation and product design.*

## PUBLICATIONS / PRESENTATIONS / POSTERS

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### **Building Strong Founder-VC Relationships: A Framework for Successful Partnerships from Inception**

*in progress*

*Austė Šilkaitytė, Dominyka Venciūtė, PhD, Dalius Misiūnas, PhD, Tomas Šiurna*

### **Principles of Digital Product and Service Development Using AI**

November 2024

*Eigirdas Žemaitis, PhD, lect. Tomas Šiurna. Delivered as a part of NextGenerationEU AI Course Sessions (powered by EDIH4LT)*

### **Unpacking Creativity: Practical Applications and Workshop**

June 2024

*ISM's Doing Business in Lithuania Seminar (in partnership with Northeastern University, Boston)*

### **10 Essential Strategies for Successfully Defending Your Bachelor's Thesis: A Practical Guide**

June 2023

*Online article for bachelor students*

### **The Future of Delightful Product Design: A Five-Year Outlook**

March 2023

*LiMA E-Commerce Update National Conference 2023*

### **Transforming Your Online Store into an E-Business Powerhouse**

July 2020

*Online Publication*