

# NOEL MATHEW SAJEEV

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## PROFESSIONAL SUMMARY

I'm an Industrial Engineer by training, an operations and systems designer by trade, and all in all, a builder. I've partnered with founders worldwide to build the systems and services that drive high-fidelity growth. My approach is simple: probe the 'whys' to a stubborn degree, gauge every available resource, then build, clean-slate and fearless.

## WORK EXPERIENCE

### **Brands of Earth (Founder & Lead Operator | 2022 – 2026)**

- Scaled a bootstrapped creative studio from scratch, mastering process optimization, project workflows, and cross-cultural leadership (India, the US, Bangladesh, Ukraine, and Germany).
- Managed the brand-to-product delivery pipeline for cybersecurity startups Trackd (Washington, DC) and Astronuts (San Francisco); the work directly supported Trackd's 2024 acquisition.
- Partnered with healthtech firms like Sina Laboratories and Durrell to translate emotionally sensitive clinical needs into human-centered operational models that increased Net Promoter Score by 30-40%.
- Architected multi-channel asset management systems for digital-first ventures like Godfire Esports, coordinating collateral across social media, merch sales, and tournament arenas.
- Built a professional personal brand and network to secure \$5,000–\$10,000 contracts with Seed-Series A startups by establishing credibility in high-stakes meetings.
- Scaled a marketing engine from 200 manual daily leads to a delegated team and ran a production factory with systems handling every project stage from proposal to legal handoff.

### **LvlUp Ventures (Venture Scout, VC in Residence | 2025 – 2026)**

- Selected for the VC in Residence program for LvlUp's \$2B+ global ecosystem; developed sourcing pipelines and prepared founders to secure investment from Tier 1 VC partners.
- Built and mobilized a network of venture scouts to systematize intake and aggregate deal flow, significantly increasing the efficiency and volume of investment opportunities for the ecosystem.
- Performed deep-dive product and operational audits using the Brands of Earth framework, de-risking investments for partners such as Outlander VC and Expert Dojo.
- Transformed technical blueprints into scalable operational narratives, equipping founders to navigate partner-level scrutiny with a system-oriented business case.

### **Turnabill (Operations Head | 2021 – 2022)**

- Founding member of a middleware e-receipt service; designed system logic, managed product development lifecycle, and executed the GTM strategy to sign early retail partners.
- Architected the core operational logic for a virtual print driver to intercept POS data, enabling seamless digital receipt adoption without hardware changes.
- Designed the dynamic QR system and verification handshake to ensure secure, login-free receipt matching for modern and legacy retail terminals.
- Developed the service interfaces and digital touchpoints necessary to establish the startup's early market presence and streamline the user journey.
- Led field operations and pilot recruitment to sign our first retail partners, conducting on-the-ground research to validate product-market fit and operational viability.

## CASE STUDIES

- **Dodo Dental:** Engineering a seamless patient intake and service journey | [\*Open case study\*](#)
- **MIAQA:** Developing the operational ecosystem for a clean-air firm | [\*Open case study\*](#)

## EDUCATION & PROJECTS

### B.Tech, Industrial & Production Engineering | VIT Vellore (2017 – 2021) | CGPA: 8.95/10

- Combined rigorous engineering academics (Mechanical Engineering, Statistical Quality Control, and Supply Chain Management) with Six Sigma Green Belt methodologies to focus on Operational Excellence and building lean, scalable systems.
- Revitalized the Society of Manufacturing Engineers (SME) by leading a recruitment drive that secured 50+ paid registrations in 48 hours for a failing technical event.
- Promoted to Vice President of SME after reducing member attrition, growing engagement by 300%, and increasing project team output through rigorous internal workflows.
- Conducted on-site industrial operations audits of Tier-1 production facilities to study floor-plan logistics, inventory management (JIT), and supply chain synchronization.
- Implemented 3D Bioprinting mechanics for myocardial heart patches at the VIT HOME lab, managing complex technical workflows involving live human tissue.
- Served as a Core Committee Member for Toastmasters International to master professional public speaking.
- Operations Intern (Farmer and Co): worked with the inventory team to guarantee on-time order fulfillment and optimized supply chain costs.

## CORE COMPETENCIES

- **Process Engineering:** Six Sigma (DMAIC), SOP Development, Bottleneck Analysis, Workflow Automation.
- **Product & Service:** System Architecture, Service Blueprinting, User Journey Ops, GTM Operations.
- **Brand Operations:** Brand & Impact Audit, Asset Pipelines, Brand-Service Alignment, Workshops.
- **Team & Strategy:** Operational Reports, Team Mentorship, Resource Allocation, Stakeholder Ops.

## CERTIFICATIONS

- Lean Six Sigma Green Belt
- IBM Design Thinking Practitioner
- Certified Solidworks Associate

## LANGUAGES

- English (Professional Fluency)
- Tamil (Native/Professional Fluency)
- Malayalam (Native/Professional Fluency)
- German (B1 Intermediate)
- Hindi (Basic Conversational)