# NOEL MATHEW SAJEEV

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## PROFESSIONAL SUMMARY

I'm an Industrial Engineer by training, a brand and service designer by chance, and all in all, a builder. I've partnered with founders worldwide to build products and services that people actually want. 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 I 2022 – 2026*)

- Scaled a bootstrapped design studio from scratch, mastering B2B sales, operational workflows, and cross-cultural leadership (spanning India, the US, Bangladesh, Ukraine, and Germany).
- Developed the brand, marketing, and digital ecosystems for cybersecurity startups Trackd (Washington DC) and Astronuts (San Francisco); the work directly contributed to Trackd's 2024 acquisition.
- Partnered with healthtech firms like Sina Laboratories and Durrell to build human-centered service models that increased Net Promoter Score by 30–40%.
- Built comprehensive identities for digital-first brands like Godfire Esports to bring brand collateral to life across social media, merch sales, and tournament arenas.
- Established a professional personal brand and network to secure $5,000–$10,000 contracts with Seed–Series A startups by commanding credibility in high-stakes meetings.
- Scaled a marketing engine from 200 daily leads to a delegated team, running a design factory with strict SOPs handling every project stage from proposal to legal handoff.

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

- Selected for the VC in Residence program for LvlUp's $2B+ global ecosystem; sourced high-quality ventures and prepared founders to secure investment from Tier 1 VC partners.
- Built and mobilized a network of venture scouts to aggregate high-quality deal flow, significantly increasing investment opportunities for the ecosystem.
- Performed deep-dive product and market audits, de-risking investments for partners such as Outlander VC and Expert Dojo.
- Transformed business models and technical blueprints into investment narratives, equipping founders to navigate partner-level scrutiny with a defensible business case.

### Turnabill (*Founding Engineer I 2021 – 2022*)

- Founding member of a middleware e-receipt service; designed system logic, managed app development, and executed the GTM strategy to sign early retail partners.
- Architected the core 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 legacy retail terminals.
- Vetted and hired the app development team, coordinating cross-functional workflows to ensure a high-quality MVP launch.
- Led customer discovery and field research to recruit our first retail pilot partners and validate product-market fit.

## CASE STUDIES

- **Dodo Dental:** Building the 'first visit' dental experience that mitigates anxiety | _Open case study_
- **MIAQA:** Architecting the entire service ecosystem for a clean-air firm | _Open case study_
- **Godfire Esports:** Bringing a gaming brand and service to life | _Open case study_

## EDUCATION & PROJECTS

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

- Combined rigorous engineering academics (across mechanical engineering, mathematics, coding, non-destructive testing, statistical quality control) with active leadership and entrepreneurial learning, focusing on building lean and scalable production systems.
- Revitalized a dormant college chapter, SME (Society of Manufacturing Engineers) by leading a direct recruitment drive that secured 50+ paid registrations in 48 hours for a failing technical event.
- Was promoted from SME chapter member to Marketing Head to Vice President within 6 months after reducing member attrition, growing social media engagement (300%), and increasing project team output and events attendance.
- Built 'Project Cocobot' (a coconut harvesting system), winning 1st place out of 50 teams in Open Domain category at the Access Denied Hackathon and securing seed funding from VIT's business incubator.
- Learned 3D Bioprinting mechanics from NBIL, Bangalore and implemented the same at VIT Human Organ Manufacturing and Engineering (HOME) lab, that worked on 3D printing a myocardial heart patch with live human tissue.

## CORE COMPETENCIES
- **Business & Operations:** Process Optimization, Workflow Automation, SOP Development, Bottleneck Analysis, Feasibility & Risk Analysis, Negotiating Deals.
- **Product & Growth:** Go-to-Market (GTM) Strategy, Service Blueprints, Ethnographic Research, User Interviews, Project Lifecycle Operations.
- **Brand Design:** Brand & Impact Audits, Visual Identity Systems, Pitch Deck Design, Discovery Workshops.

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

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