

Dale Percelay

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WORK EXPERIENCE

Wavestone (Management Consulting)

New York, New York

Strategy Consultant

Sep 2025- Present

- Led workshops, research, and data analysis to map network and IT infrastructure for a top biotech VC, developing a roadmap to consolidate and standardize their complex environment
- As Wavestone's 'Technical BD', built 50+ business development documents (sales pitches, proposals, SoWs, pricing books); led to 6 projects won, extension a \$6.2 million project through end of 2026 (with VC firm)
- Solely responsible for presenting final deliverables to the C-suite of Large VC firm and their portfolio companies

Persaille (AI Agency)

New York, New York

Solo Practice

Feb 2026- Present

- Started digital services agency selling websites, SEO, and marketing services to SMBs around the country
- \$5.5k total revenue, \$450 MRR in ~2 months; \$0 ad spend- all business driven through cold calls

Exclusive Networks (Cybersecurity)

Apr 2024- Sep 2025

Product Manager

Jan 2025- Sep 2025

- Led end-to-end product management of North American customer portal, shipped 4 features, exceeded KPI's
- Achieved all 4 portal goals for 2025 by Q2, exceeding annual targets 6 months ahead of schedule - drove 70% engagement per session increase, 46% user growth, hit 50% partner usage goal, and a global low 2% bounce rate
- Delivered 150+ product demos to express value to new/existing clients, synthesized pain points for future features

Data Scientist

Apr 2024- Jan 2025

- Served as internal data consultant for ops, marketing, finance, sales, and software teams
- Built internal machine learning models directly improving sales cold outreach by 40% in E-Rate Program, increasing operative efficiency, created and communicated resulting reports directly influencing financial strategy,

Cal Poly Athletics (D1 Basketball Program)

Nov 2021- April 2023

Quantitative Analyst

- Developed models around playbooks/defensive schemes, aiding strategy - led to offensive rating increase of 8.1.
- Presented findings to 20+ employee Division-1 Basketball program staff to convey advanced metrics efficiently.

EDUCATION

California Polytechnic State University (Cal Poly SLO)

San Luis Obispo, CA

Bachelor of Science in Statistics | Minor in Computer Science

2021- 2025

Coursework: Data Structures, Machine Learning and Data Science; Statistical Computing in R, Database Systems, Object Oriented Design, Statistical Time Series, Applied Multivariate Statistics, Survival Analysis, Computer Security

Activities: Statistics Club, Bike Builder Club (welding certification), D1 Basketball Statistician, Tech Sales Club

UNIVERSITY PROJECTS

Graduate Research Statistical Consultant

Spring 2025

- Consulted with grad students and professors on their experimental design and data analysis for research projects

Machine Learning Cyber Security Phishing Research

Spring 2024

- Built a model specialized in detecting phishing attempts in emails- uses natural language processing to accurately identify and flag malicious content, increasing the previously reached F1 score to 0.91

SKILLS:

· Python, SQL, Excel, Git

· Product Management, Software Postsales, Cold Calling, Demos, Claude Code, UAT, People Management
