

# Luke Iseman

1401 Astor Pl.  
Austin, TX 78721

[liseman@wharton.upenn.edu](mailto:liseman@wharton.upenn.edu)  
mobile: (512) 466-4055

---

## EDUCATION

### **The Wharton School, University of Pennsylvania – Philadelphia, PA**

- Bachelor of Science in Economics – May 2005
- Graduated Cum Laude
- Concentrations in Entrepreneurship and Operations
- 2005 Loveman Award (highest GPA in Entrepreneurship)

## EXPERIENCE

### **Consumer-Generated Content Startup – Market Development      September 2006 - Current** *Bazaarvoice    8911 N. Capital of Texas Highway Ste. 3100 – Austin, TX*

- Responsible for initiating sales process with new prospects
- Successfully pursued a wide range of new vertical markets
- Proven in my ability to “get the meeting”

### **Real Estate Management Firm – Chief Operating Officer      August 2005 – July 2006** *Tierra Property Management    3822 S. Congress – Austin, TX*

- Responsible for all operating aspects of residential property management startup
- Increased monthly revenue from \$500 to \$20,000 in 12-month period
- Created and implemented innovative digital workflow
- Hired, trained, and managed 12 direct employees
- Assisted Tierra Capital, L.P. in analysis and bank/investor book preparation for acquisitions

### **International Technology Nonprofit – President      January 2004 – August 2005** *Communitech    220 South 33rd Street #111 – Philadelphia, PA*

- Worked to bridge the worldwide digital divide with an all-volunteer staff
- Established community technology centers in Cameroon, Ghana, India, and Pakistan
- Successfully solicited sponsorship by HP, Microsoft, and 3Com

### **Consumer Lender – Business Analyst      May 2004 – August 2004** *Capital One    15000 Capital One Dr. – Richmond, VA*

- Analyzed account treatments for Recoveries division
- Developed an NPV-positive, new treatment to be applied across all defaulted accounts

### **University – Teaching Assistant      September 2002 – May 2004** *The Wharton School, UPenn    3730 Walnut St. – Philadelphia, PA*

- Facilitated student’s understanding of OPIM 101, a challenging freshman computer class
- Increased students understanding of and success in computer programming
- Converted several (originally unsuccessful) OPIM 101 students into teaching assistants

## INTERESTS

- **Technology:** co-founded Dorkbot Austin, avid follower of Wired News, aspiring Maker
- **Travel:** visited every continent but Antarctica while paying own way through Wharton
- **Endurance Exercise:** completed several centuries (100-mile bike) and a marathon
- **Reading:** enjoy Hemingway, Thompson, Coupland, Palahniuk, Stephenson, et al
- **Writing:** travel ([lukeiseman.com/writings.html](http://lukeiseman.com/writings.html)), blog ([blukeblog.blogspot.com](http://blukeblog.blogspot.com))