

Samantha Geist

(617) 991- 6857 | samantha@geistgroup.com | linkedin.com/in/samantha-e-geist

EDUCATION

University of Miami Herbert Business School

Coral Gables, FL

Bachelor of Business Administration in Business Analytics & Marketing

Expected May 2028

Minor in Psychology

- **GPA:** 3.98 / 4.0 **ACT:** 34
- **Awards:** Most Outstanding Student in the First-Year Class (2025)
- **Honors:** Stamps Scholar (full-ride merit scholarship with additional enrichment funds for professional development), Foote Fellows Honors Program, President's Honor Roll, Provost's Honor Roll, Dean's List
- **Relevant Coursework:** Financial/Managerial Accounting, Principles of Macro/Microeconomics, Business Statistics, Quantitative Applications of Calculus, Introduction to Business Law, Business Analytics

WORK & LEADERSHIP EXPERIENCE

Strategy and Transformation Department- University of Miami

Coral Gables, FL

Internal Strategy Consulting Analyst

January 2026 – Present

- Build forecasting models to evaluate and compare predicted cost, revenue margin, and downstream referral impact of potential clinical expansion locations, synthesizing operational feasibility and market demand into data-driven recommendations, providing guidance to 10-15 year, multi-site, healthcare growth strategy
- Analyze national trends in academic healthcare expansion to develop multi-stage strategic framework that evaluates 4+ new care delivery formats and pinpoints priority service areas and locations for UHealth growth in underserved, high-growth markets across South Florida's 3 fastest-growing counties

StartX Startup Accelerator- Stanford University

Palo Alto, CA

Business Development Analyst

May 2025 – August 2025

- Directed strategic partnership development by conducting founder outreach to assess startup needs, performing competitive analysis of peer incubators, and leveraging data-driven insights to lead prospective partner negotiations- resulting in over \$1.2M of high-value investments to enhance StartX founder experience
- Served as primary liaison for cohort of 60+ startups, delivering tailored consulting support in competitor research, investor materials, and market entry strategy, while facilitating connections to 35+ potential investors and helping founders expand professional networks within startup ecosystem

TAMID Consulting Group

Coral Gables, FL

Project Manager; Consulting Research Analyst

August 2024 – Present

- Champion 4-person consulting team in delivering full-scale market entry and growth strategy for international AI startup, owning client communication, structuring project roadmap, and translating complex market, pricing, and competitive analyses into decisive executive recommendations
- Define project scope and success metrics from initial client objectives, and oversee end-to-end project execution, allocating analytical workstreams while enforcing timeline discipline and quality control to ensure on-time delivery and presentation of implementation-ready growth plan

Bonsai Applied Computations Group

Coral Gables, FL

Chief Operating Officer

January 2025 – Present

- Spearhead core operational initiatives, including securing official recognition by formally pitching to university leadership to enable participation in campus-wide programs and funding opportunities
- Lead recruitment of 100+ analysts by leveraging applicant data and performance metrics to optimize outreach, evaluate candidate fit, and drive informed decision-making across selection processes and cohort composition

SKILLS, ACTIVITIES & INTERESTS

Languages: Basic Proficiency in Spanish

Skills: Microsoft Excel and PowerPoint, Basic Python and R, Tableau

Activities: Bain CREW, BCG Bridge To Consulting, Undergraduate Deans Advisory Council, First Year CONNECT Mentor, Alpha Kappa Psi Professional Business Fraternity, Art Kits 4 Kids

Interests: Watercolor Painting, Psychology, Sushi, Cultural Exploration, Baking, Volunteering with Children