

Jacob Freedman

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EDUCATION

J.R Shaw School of Business (NAIT)

Bachelor of Business Administration in Finance

Edmonton, AB

April 2017

- **GPA:** 3.7 / 4.0
- **Extracurricular:** Financial columnist and assistant editor – The Nugget (School paper); Founder and VP Finance - Investment Club of NAIT; Team Member - CFA Research challenge; Team Lead – MX Derivatives Trading Competition

WORK & LEADERSHIP EXPERIENCE

PMML Corp.

Associate, Finance & Business Development

Toronto, ON

March 2020 – Present

- PMML is an investor & owner operator dedicated to eSports. I worked as the sole associate as part of the fundraising team for the largest portfolio holding, Rivalry.com, an esports focused sports betting company.
- Selected Transaction Experience:
 - Fundraising
 - Created and maintained all investor marketing material including pitch decks and offering documents. Analyzed and maintained financial models. Resulted in closing a \$5MM Series B
 - Analysis 1
 - Analyzed opportunities for country expansion, researched country demographics, internet penetration rates, and competitors in Latin American. Resulted in launching operations in Chile
 - Analysis 2
 - Evaluated sportsbook PNL and fraud/abuse trends in the CIS region. Resulted in halting marketing spend and strategically exiting the region

Canaccord Genuity Corp.

Associate, Prime Brokerage

Vancouver, BC

May 2017 – March 2020

- Responsible for developing, nurturing, and cultivating relationships for hedge funds, family offices, and portfolio management clients
- Led the team's prime services onboarding efforts; created fee proposals, coordinated KYC documents, setup DMA trading relationships, and opened margin accounts. Resulted in successful onboarding of three international hedge funds
- Acted as first contact for all middle office support requests, including trade support, position reconciliation, corporate actions, and reporting
- Maintained CRM for prospective new clients; built and maintained presentation material and resources for client consumption

Investment Club of NAIT

Vice President, Finance & Portfolio Management

Edmonton, AB

September 2014 – April 2017

- Successfully launched the first Student Managed Invest Fund at a Polytechnic in Canada; raised \$100,000
- Recruited over 20 members to club with promotional campaigns and classroom visits
- Organized conferences, speaker events and community events

SKILLS, ACTIVITIES & INTERESTS

Technical Programs: Tableau; Optimove; Kibana; SEON; Notion; Dataphile; CDS/DTC; Fidessa; Bloomberg

Certifications: Canadian Securities Course (Expired)

Interests: Poker; Sports betting; Snowboarding; Golf; Mountain climbing