

# MARA LARSON-RICHARD

Mara@LarsonRichard.com

[LinkedIn](#) | [Website](#)

## SUMMARY

Experienced and accomplished CEO with extensive entrepreneurial experience in AI and B2B software, including three successful exits (as a founder, AI executive, and CEO). Adept at building networks among investors, executives, and founders to drive commercial outcomes and scale businesses. Respected start-up advisor who has worked with 200+ founders over a decade, demonstrating strong empathy as well as analytical and market analysis skills.

**Active angel investor** with a portfolio including [Odin](#), [Arlequin Finance](#), [HumbleAI](#) and [GenShe](#).

### Ada's List (Acquired by Tech Ladies) - London, UK and NYC, NY

May 2021 – June 2023

*Ada's List was the largest women in technology platform in Europe prior to being acquired by TechLadies to create a community of 200,000+ members and increase market share of global TAM through enhanced revenue potential.*

#### CEO

*Hired by the board as the first non-co-founder CEO to prepare the business for acquisition and successfully led the sale to TechLadies generating a 137% IRR for original investors.*

- **Successful Exit:** Led a financial and operational turnaround from diagnosis through acquisition and integration.
- **Grew Revenue:** Drove +36% revenue while increasing margins and expanded partnerships to 300+.
- **Product Led Growth:** Managed 181% YoY growth in jobs board revenue through omni-channel marketing.
- **Scalable Product Operations:** Optimized UX and improved margins by 45% through end-to-end automation.
- **Financial Analysis & Cash Management:** Lead valuation negotiation and asset creation leading to a +20% sale price.
- **Public Advocacy & Thought Leadership:** Hosted our largest global conference and spoke at 100+ partner events.

### Civitas Learning (Acquired by Francisco Partners) - Austin, TX and London, UK

September 2014 – May 2021

*Civitas Learning is an AI/ML platform that utilizes predictive analytics to improve higher education outcomes. Civitas Learning raised \$90M from First Round Capital, Emergence Capital, Felicis Ventures and Warburg Pincus. Acquired by Francisco Partners in 2019.*

#### Vice President of International & General Manager – London, UK

December 2016 – May 2021

*Executive team leader responsible for founding Civitas Learning International to expand global TAM. Hired and managed the full international team establishing sales, product, engineering, data science, marketing and customer success.*

- **Zero to One Growth:** Managed International P&L, growing it from zero to 8% of total company revenue.
- **New Market GTM:** Originated go-to-market function and achieved 100%+ revenue growth for three years.
- **AI & Technical Architecture:** Managed an 85% reduction of AWS spend. Implemented new modeling framework.
- **Product Strategy & Management:** Responsible for end-to-end launch of product suite from beta to GA.
- **Product Innovation:** Launched a new product focused on predicting student mental wellbeing.
- **Public-Private Partnerships:** Developed strategic public-private partnership with two UK Government entities.
- **Thought Leadership:** Founded the Analytics Innovation Board. Invited to speak in UK & EU Parliament committees.

## BOARD EXPERIENCE

**Venture Advisory Board Member, Arlequin Finance - Paris, France**

May 2023 - Present

**Vice-Chair, Alexandra Rose Charity - London, UK**

September 2020 - Present

**Board Member & Co-Founder, Stockpot - London, UK**

July 2020 – Present

**Board Member, Ada's List - London, UK**

May 2021 – June 2023

**Board Member, Department of Education Student Mental Health & AI - London, UK**

July 2018 – July 2022

## EDUCATION

**Global Executive MBA, INSEAD - Fontainebleau | San Francisco | Abu Dhabi | Singapore**

**Bachelor of Arts in Art History & Political Science, Barnard College, Columbia University - New York, NY**