

Mychal Richardson, Pre-MBA

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Skills: Go-to-Market, Market Research, Strategic Partnerships, Revenue Optimization, Program Management, Business and Venture Development, Creative Problem Solving

Highlights

- Deep experience launching and driving new initiatives from a zero-stage across startups, established businesses, and NPOs.
- Originated \$50M+ in potential new business or capital investment opportunities across organizations, fueling growth and expansion optionality.
- Drove 7 figures of growth through developing revenue strategies, channel partnerships, and marketing initiatives.
- Sourced and evaluated upwards of 1000 investment opportunities from Idea to Series B, executing 5 investments.

Experience

Senzu Partners, Professional Services and Business Brokerage

Oct 2024 - Present

Principal

Senzu Partners is a strategic management and value-creation firm providing bespoke solutions to help investment firms, family offices, and growth-stage companies maximize their outcomes.

Builders and Backers, Entrepreneur Education, Incubation, and Grantmaking

Sept 2022 - August 2023

Venture Associate

- Led early-stage investment end to end, winning access into an oversubscribed round.
- Strategically led the development and implementation of a portfolio support function, significantly enhancing team and founder capacity while driving growth. This initiative was anchored by negotiating strategic partnerships valued over \$300K.
- Expanded business development and LP funnel, resulting in \$12M+ in potential new business or capital commitments.
- Spearheaded end-to-end development and launch of a new revenue initiative, activating a global scale partnership and expanding market reach.
- Cultivated strong relationships with founders, actively contributing to the development and execution of strategic plans, customer discovery, and revenue optimization.
- Played a pivotal role in driving experimentation contributing to the optimization of business operations and new growth opportunities for clients and program participants.

Radicle Impact Partners, Early-Stage FinTech, Sustainability, & CPG focused Family Office

July 2021 - July 2022

Senior Analyst

- Developed and evaluated financial models analyzing cash flow projections and exit scenarios to provide critical insights for informed decision-making.
- Sourced new potential limited partners, resulting in opportunities for \$40M+ in new capital commitments.
- Drove 3x increase in deal flow while spearheading efforts to improve the diversity of pipeline founders, resulting in a 15 percentage point improvement.
- Managed fundraising data room and led the design and implementation of a streamlined deal tracking process.
- Provided support to partners, including the creation of follow-on investment memos, company diligence, investment theses, and shareholder letters, as well as presentations for LPs and ecosystem partners, facilitating informed decision-making.

Various Funds, Accelerators and Capital Platforms, Originating new investment opportunities

May 2020 - June 2021

Independent Venture Scout & Deal Originator

- Sourced and evaluated 100+ sector-agnostic investment opportunities, including light diligence and brief memos while also cultivating ongoing relationships with GPs and Investment Team members at 50+ firms, making 40+ founder intros.

Birmingham Education Foundation, Education-focused Non-Profit

Aug 2015 - Mar 2017

Program Specialist - Innovate Birmingham (Ending Title / Role)

- Planned a 6-figure, multi-channel marketing budget, exceeding applicant goals by 5x, significantly growing program exposure.
- Partnered with engineering and design vendors to develop proprietary applicant tracking systems, enhancing efficiency.
- Implemented an engagement strategy, leveraging community partners and diverse media channels, resulting in over 200% growth in qualified applicants.

Rescue Social Change Group, Marketing & Strategic Communications Agency

June 2015 - June 2016

Market Manager - FRESH EMPIRE

- Recruited, trained, and managed a staff of 25 brand ambassadors, content creators, and event assistants, overseeing operations for 45 events.
- Managed a 6-figure asset inventory, budgets up to \$20K per event, and negotiated vendor relationships facilitating seamless execution while providing robust consumer research insights to inform nationwide rollout strategies and market launches.

SociallyIn, Digital Marketing Agency

Feb 2014 - May 2015

Project Manager

- Led cross-functional teams, ensuring all project requirements were met within deadline and budget parameters while also providing leadership in prospecting, brainstorming, and pitch meetings, increasing new business by over 70%.

Fulfillment Coordinator

- Provided integral support to the General Manager and 3 Account Executives in sales efforts for a \$5M+ property while ensuring seamless execution of sponsor activations for 100+ clients through cross-departmental collaboration.
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Special Projects

Mentor, CivStart August 2022 - Present
Sr. Venture Partner, Republic Jan. 2022 - Dec.2023
Chapter Director, Startup Grind Oct. 2020 - Oct. 2021
Product Mgmt. Consultant, Freelance May 2014 - April 2021
Lead Reviewer, Pariti Dec. 2020 - March 2021
Chapter Vice Curator, Global Shapers Oct. 2015 - April 2017

Education

Angel Investor 2021 - Present
BS Kinesiology, Sport Admin Concentration,
Mississippi St. University December 2013