

Peter Zelles

+1 (651) 757-6748 | Brooklyn, NY | peterszelles@gmail.com | pzelles.com

I thrive as a generalist problem-solver, bridging the gap between ideation and tactical operation. I strive to contribute to innovation at a fast growing, young company and work with others who love to learn for a living.

0 → 1 Strategy and Operations Experience

Zocdoc

New York NY

Commercial Strategy and Operations (Senior Associate)

Jul 2024 – Feb 2026

- Led local commercial strategy and ops for Zocdoc's Sponsored Results business.
- Developed and operationalized the first quantitative compensation strategy for Sponsored Results sales teams via a custom revenue-based sales attribution model, doubling revenue-per-win within 4 months.
- Launched and scaled Zocdoc's first local account executive team covering a quarter of total Zocdoc revenue (achieved ~36% annual growth in 2025), driving the year-long process via cross-team OKRs.
- Built sales performance and attribution tracking dashboards in Looker.
- Automated the lead generation process, recovering 10+ weekly hours of team productivity.

T-Mobile

Seattle WA, New York NY, & Remote

Senior Insights Manager

Jan 2023 – Jul 2024

- Led a consumer insights research team in charge of identifying new product and GTM opportunities.
- Developed product theses from initial user research through to product launch, partnering with product, engineering, and marketing teams + C-suite leadership to build durable, consumer-centric products.
- **Selected accomplishments:**
 - Developed the first carrier-owned unlimited connectivity product for digital nomads, turning raw foundational audience research into a shippable product and GTM strategy within 12 months.
 - Led design and implementation of AI (RAG) tool for back-office teams, democratizing access to research and unlocking ~\$500k/year in cost savings.
 - Owned *Jobs To Be Done*-based redesign of SMB wireless rate plans, identifying and operationalizing critical unmet needs and latent segments.

Emerging Business Insights Manager

June 2020 – Jan 2023

- Led product and growth research for internal startups (broadband, TV, personal finance, etc.), managing a \$1M+ market research budget and working closely with senior leadership as a trusted adviser.
- **Selected accomplishments:**
 - Developed and scaled the original consumer value prop for T-Mobile's 5G Home Internet, working with a small cross-functional team to grow the business from 0 → 2.5M customers (now ~8.5M).
 - Developed T-Vision (Live streaming TV project) from 0 → ~1M customers (sunset).

Market and Consumer Insights Analyst (Internship)

May 2019 – June 2020

- The first intern hired into a full time manager role on T-Mobile's Commercial Strategy team.

Undergraduate Experience

Verizon

Washington D.C.

State and Local Policy Intern

May 2018 – August 2018

U.S. House of Representatives

MN-03

Legislative Intern

May 2017 – August 2017

Education

Grinnell College

Grinnell IA

Bachelor of Arts in Political Science w/ Honors; Minor in Statistics (GPA of 3.8 / 4.0)

Additional Information

Technical Skills: Analytics (SQL, R), 0→1 product and process design, market research

Interests and Other Activities: Running (1,000 miles/year), cycling (2X 450 miles across Iowa), street art