

# Peter Zelles

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*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 – Present

- Led commercial strategy and ops for Zocdoc's Sponsored Results business, owning P&L for local sales.
- Built the first quantitative compensation strategy for the Sponsored Results sales teams based on a custom long-term financial impact measurement system, leading to 7X growth in attributable revenue.
- Designed, launched, and scaled Zocdoc's first local account executive team focused on \$1M+ books of high-potential mid-market clients, driving the year-long process via cross-team OKRs.
- Wrote SQL automations for lead generation, 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, partnering with ~20 colleagues to grow the business from 0 → 2.5M customers (now ~7M).
  - 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