

# James Abraham

Strategy, Ops, Delivery

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- ★ Most recently right-hand & sounding board to COO, driving strategy at Series A startup.
- ★ Persuasive communicator & high-agency operator using curiosity, data, and AI to solve problems fast.
- ★ Ex-VC Investment Manager with MSc in Finance.

I build high-performing operations functions, develop and execute GTM strategies, produce AI-powered products, and deliver strategic projects after 5 years at some of London's fastest-growing VC-backed startups. Prior to that I invested +£100m into 12 companies during 4 years in VC, before pivoting from backing businesses to building them.

## EXPERIENCE

### Operations Strategy Manager - Electron Green

DEC 2023 - MAY 2025

Joined to form the two-person founding team of Electron Green's B2C solar-as-a-service spin-off, working closely with the COO to take the business from concept to national launch. Key achievements include:

- **Built business from stealth mode (Dec 2023) to market-ready** sales pitch by Jan 2024, finalised proprietary customer contract by March, and secured 30 long-term contracts worth +£1m by July 2024. My role encompassed product, sales, ops, customer success, legal, and marketing,
- **Developed strategy, GTM and scalable playbook from scratch**, including:
  - Pivoting and iterating on sales, product and ops strategy as we overcame roadblocks.
  - Building then optimising complex consumer-facing legal processes for customer sign-up.
  - Designing and building pre-CRM tools and databases to process post-contract customers.
- **Led successful certification by influential and sceptical consumer code.** A regulatory requirement for a full launch, the 9 month legal process required trust building and clear communication of our complex product.

Following our B2C launch, I moved to the parent company and was tasked with replicating the agile, automated processes for the main B2B business (£2.5m ARR). There I:

- **Product-managed the inception, design and build of a game-changing proprietary tool from PoC to MVP and beyond.** The AI-assisted tool automated lead qualification, solar design, and the production of customised customer proposals. This reduced pitch-preparation time by 95%, cut costs per customer served by 90%, and introduced the ability to target leads in bulk with bespoke proposals.
- **Conducted forensic business and pain-point mapping**, collaborated with the management team to define clear targets, then prioritised and drove key cross-functional projects accordingly.
- Took responsibility for the business-critical process of 'Deal Funding'. Streamlined the existing process, then **built a CRM 'module' for reportable, low-touch, and automated processes**, cutting the length of the process from 8 months to 3 weeks and bringing in £600k of extra cash into the business.

### Strategic Business Consultant - High impact fractional and contract roles

2018 - 2023

I worked directly with founders and C-Suite of high growth businesses, supporting them on critical strategic, product, or operational challenges and - most importantly - helping them overcome them. Selected experiences below:

## **GTM Strategy & Analytics Manager** - 532 Design

JUL 2022 - DEC 2023

As part of the founding team of this ethical game development studio focussing on creating and launching a fantasy football mobile game, I:

- **Researched, defined, and sized our market, tested user hypotheses** through qualitative interviews and scrappy user testing, built innovative commercial models, and **developed GTM strategy for MVP**.
- Contributed to **product development** with responsibility for game logic, tone of voice, and retention.
- The game secured a launch relationship with FIFPRO and was promoted by Apple in the App Store.

## **Special Operations Manager** - Mojo Men

NOV 2022 - JUNE 2023

Working with the CEO, COO, and Product Director of this VC-backed men's therapy app, I redesigned and automated the customer support system, leading to a **reduction in customer operations time**. I also identified errors and inefficiencies with the payments and cancellation processes, working with the engineering team to **reduce complaints and payment disputes**.

## **Special Projects Manager** - NAAMA Studios

NOV 2021 - APR 2022

I delivered special strategic projects for the CEO of this health-tech startup: I used **Lean Startup methodology and design thinking** to map customer experience, recommending and delivering improvements to how clients consumed the service while **uncovering potential new revenue opportunities**.

## **Investment Manager** - Triple Point Investment Management

APR 2014 - AUG 2017

Leading **Venture Capital** & Debt investments, I won deals and then drove them over the line. In this role, I:

- Supported or led 12 dynamic, time-pressured investments worth over £100m.
- Helped **shape the strategy and operational structure for new businesses**, having input into everything from naming companies and building brand identities to recruitment, **developing detailed financial models and negotiating commercial contracts**.
- **Led high-pressure negotiations directly with CEOs and other C-Suite level counterparties**
- **Managed complex and diverse teams** of colleagues, entrepreneurs, technical experts, lawyers and consultants through the process of investing, a real exercise in **stakeholder management and communication**.

## **Consultant Economist** - Glenigan (a strategy consultancy)

MAR 2010 - JUL 2012

Processing huge datasets, I became an authority on the UK construction industry for clients, government and the media. My work, including statistical analysis and forecasting, was quoted in The Guardian, The Times, and the BBC.

## **EDUCATION**

### **Durham University** - MSc Finance & Investment (Merit)

*Modules included Financial Modelling and Business Forecasting, and I received a Distinction for my data-driven analysis of the link between business cash holdings and future performance.*

### **University of St Andrews** - MA (Hons) Economics (2:1)

## **FUN FACT**

I perform comedy in my spare time, notably being cast in [Batsu](#), a legendary show from New York. I was in the founding London cast of this American/Japanese comedy stage show, and part of their sell-out Edinburgh Fringe run.