

# Eric Grunfeld

## CEO | Founder of PluggdIn

Performance-driven entrepreneur well-versed in assessing risk and implementing innovative technology solutions that positively impact communities. Proven ability of building a company from acquiring traction with non-profit organizations, insurance providers, and universities. Forward thinking and proactive leader with experience in sales, building strategic partnerships, and managing all aspects of business development.

### Work Experience

**CEO | Founder** June 2018 – Present  
PluggdIn, Alpine, NJ

- Founded an insurtech company that specialized in developing unique IOT technology for Auto Insurance carriers to limit distracted driving and reduce insurance premiums
- Formed a partnership with the University of Vermont School of Engineering that resulted in leading a team of students and professors towards product development
- Assembled an advisory board consisting of top industry executives, a government official, & a world-renown market researcher named Howard Moskowitz
- Conducted customer discovery studies with Howard Moskowitz's team and learned distinguished practices of market research
- Attended event at Hartford Insurance and pitched to investors, senior executives, and multiple insurance companies that netted out as top 40 amongst 350+ start-ups

**Marketing Analyst Intern** September 2018 – November 2018  
Ashe Insurance, Essex, VT

- Responsible for determining optimal premium for clients through statistical and risk analysis
- Performed a competitor analysis regarding current market and areas of entry for competitive edge
- Utilized innovative analytical strategies to enhance a data platform that monitors driving behavior

**Marketing Analyst Intern** June 2018 – August 2018  
Columbia University Medical Center

- Incentivized webinar registration by utilizing Instapage software to design landing pages with captivating graphics and text
- Applied A/B testing for email merging campaigns via Mailchimp and oversaw results to identify best approach to acquire registrants
- Led data-driven analysis on Excel regarding customer behavior which resulted in improved registration trends

### Education

**Brown University**, Providence RI Expected Graduation May 2022  
Master of Science in Technology Leadership

**University of Vermont**, Burlington VT Graduated May 2019  
Bachelor of Science in Community Entrepreneurship

### Contact

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### Skills

- Strategic Planning
- Interpersonal Skills
- Sales Presentations
- Market Research & Analysis
- Persuasive Communication
- Problem Resolution
- MS Office
- Project Organization

### Accomplishments

- Patented Entrepreneur
- Published a scholarly article with the world's most accomplished market researcher named Howard Moskowitz
- Independently chosen as the alumni to represent the major of Community Entrepreneurship to prospective college students