

CAITLIN SHUFELT

Principal

Professional Summary

Ms. Shufelt is a Principal at Areté Partners. With more than a decade of industry experience, her cross-functional expertise ranges from finance and operations to marketing and branding, specializing in strategy development and execution to maximize enterprise value.

During her time with Areté, she has held various interim management roles such as Vice President of Strategy and Brand President. Most recently, she founded and launched a new product line for a PE-backed multi-unit Family Entertainment Center (FEC) franchise organization generating over \$100m+ EBITDA annually and served as Brand President for the new offering.

Prior to joining Areté, Ms. Shufelt worked as a Consultant at Boston Consulting Group (BCG). She started her career at Credit Suisse in New York City which led to her role as Vice President of Technology Strategy for Global Markets. She led successful strategic programs to drive change throughout the 7,000+ person organization. In her spare time, Caitlin volunteered for the New York Junior League where she taught financial literacy to underprivileged New Yorkers.

Ms. Shufelt holds an MBA (Master of Business Administration) from the MIT Sloan School of Management where she was elected to be an InSITE fellow, advising startups in manufacturing and women's health, and served as a Teaching Assistant in the Marketing Department. She earned her BA (Bachelor of Arts) in computer science and financial economics from Columbia College of Columbia University in the City of New York, where she was a member of the D1 NCAA Women's Rowing Team.

Professional Biography

Career Experience

COMPANY	ROLE	LOCATION	DATES
CircusTrix, LLC	Brand President of CloudBound	New York, NY	12/22 – Current
Areté Partners	Principal	New York, NY	7/22 – Current
Massachusetts Institute of Technology (MIT)	Teaching Assistant	Cambridge, MA	2/21 – 1/22

COMPANY	ROLE	LOCATION	DATES
Boston Consulting Group (BCG)	Consultant	Austin, TX	5/21 – 8/21
Credit Suisse Group AG	Vice President	New York, NY	7/13 – 8/20

Education / Certifications

- Massachusetts Institute of Technology (MIT) – Sloan School of Management — Cambridge, MA — Master of Business Administration (MBA)
- Columbia College of Columbia University – New York, NY — Bachelor of Arts (BA), Computer Science & Financial Economics

** References Available Upon Request **