

# Hoda Mehr

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Phone: 415-307-9551

Location: Orange County, CA | Remote-work for 8+ years | Open to relocation

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## What I Know

Product management (Fintech: B2B API and B2C Platform) | Generalist problem-solver and strategist (big-four consulting style) | Sales and GTM strategy | Detailed deep dive, landscape, and fundamental analysis (100+ equities, crypto tokens, and startup investments over 15 years) | Content production and social credibility building

## How I Grow

Read 2-3 hours per day (business and high-fantasy) | Learn through writing and articulating my thoughts | Do something new 30-min per day until I'm good at it

## My Main Traits

Resourceful and perpetually optimistic | Never give up | Adopt new cultures and norms quickly

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## What I've Done

### **Founder & Head of Product at Stock Card - 2018 to present**

Built a B2C & B2B fintech startup from zero to **revenue and growth**

*Defined the company and product's long-term strategy, Developed and implemented the product roadmap - B2C platform and B2B APIs, Spent hours talking to customers, Built MVP and ran live product ops, Established the company's KPI and analytics dashboard, Hired and managed developers onshore and offshore, Established and implemented GTM strategy and a creator partnership program globally, Designed user flow, Grew the company through content marketing and community creation, Pitched to ~100 VCs and raised capital, Negotiated acquisition deals,*

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### **Fintech Content Creator - 2016 to present**

30K+ on Facebook Group, 3K+ Followers on YouTube, 3K on LinkedIn, 1.5K on Twitter

*Built and grew a Facebook group to 30K+ members, Produced - from research & transcript to production, editing, and promotion of 400+ high-production value Podcast, YouTube videos, YouTube shorts, and TikTok videos, Wrote daily and weekly newsletters for Stock Card and Trade Stocks with more than 30K subscribers*

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### **Head of Global Sales Strategy and Insights at Symantec - 2014 to 2017**

*Partnered with global sales leadership and key account managers to define enterprise growth strategy, Built and rolled out a **key accounts program** for a global sales organization with \$1.5B in annual revenue, Built and launched a sales intelligence program and platform to identify **upsell and cross-sell** opportunities within the largest global enterprise customer base*

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### **Strategy, Senior Manager, Manager, and Analyst at Aimia & Aeroplan - 2008 to 2014**

*Conducted the strategic analysis and due diligence for creating China's largest consumer loyalty program in partnership with China Union Pay (The country's primary card processor) and led or participated in several strategy **M&A due diligence**, annual **strategic planning**, and **new product developments** or **market entries***

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### **Portfolio Management for Family's Investments - 2006 to present**

*Managing family's investment portfolio with **100+ equities, crypto tokens, and startup investments**, Conducting the initial due diligence, Tracking the progress of the fund holdings and managing the fund through cycles, Developing the **100-bagger index** (Launch in 2024)*

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### **Marketing Communication, Manager at Sony Electronics - 2003 to 2006**

*Managed and localized marketing plans for a **\$12 million budget** across multiple online and offline channels*

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## **What I Studied**

MBA - John Molson School of Business, Montreal, Canada - 2008

Economics - Allameh University, Tehran, Iran - 1999

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## **Some Fun Stuff I've Done**

Lived, immigrated to, studied, and worked in a few countries around the world  
Got certified as a wine and spirit specialist - I can open a winery or a wine bar if I want  
Rang the Nasdaq opening bell as a Milestone Maker graduate  
Hiked Kilimanjaro for my honeymoon with my husband  
Taught entrepreneurship and business to local entrepreneurs in Macedonia  
Working on getting a Yoga teaching certificate