

Everett CEDARHOLM

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EDUCATION

INSEAD

MBA Class of July 2026

- Football/Soccer Club, Consulting Club, INSEAD Venture Competition

France
2024 - 2025

Duke University, Pratt School of Engineering

B.S.E. Mechanical Engineering

- House President; Honor Council member; Intergenerational Ethics Class (designed and taught credited course to 20 students, with focus on understanding shifts in intergenerational perspectives on ethics)

Durham, NC
2012 - 2017

EXPERIENCE

Espresso Embassy Coffee Roasters

Luxury coffee shop and roastery in South Jakarta, pioneering Indonesia's 3rd wave coffee movement.

Jakarta, Indonesia
2023 - 2024

Co-Founder/B2B Sales

- Raised \$500k in funding to establish a brick-and-mortar coffee shop and wholesale roastery in South Jakarta
- Launched a B2B wholesale channel for commercial clients, designing the product offering and go-to-market; grew recurring wholesale volume to 500kg/month in 6 months.

Shipper Indonesia

Series-C startup with \$130M+ in funding from Sequoia, Lightspeed, etc; offering one-stop shop for SEA logistics including software for warehouse and fleet management; 1000+ employees at peak, with \$80M+ annual revenue.

Jakarta, Indonesia
2022 - 2023

Growth & Profitability Lead / GM, Logistics Tech

- Profitable Growth Catalyst*: Reversed a \$1 million monthly loss into profit within one year as owner of largest revenue PNL (Reducing locations by 30%, trimming customer portfolio by 40%, repricing services, and consolidating operations.)
- Pricing*: Developed new pricing strategy improving customer journey and Proposal-to-Win Ratio by ~10%, increasing signed monthly revenue by ~\$50,000
- Business Restructuring*: Achieved 60% reduction in B2C losses by strategically removing 30% of non-performing clients and repricing 20%, while simultaneously decreasing warehouse footprint by 40% through closure of underperforming facilities and consolidation of remaining warehouses

Head of Finance (Interim CFO) - Department Transformation for Scale

2021 - 2022

- Finance*: Restructured 60-person finance department, adding additional controls and defining team manager roles to protect against fraud and meet audit requirements; consulted on build and SOPs for 3-person finance department for China office
- Scalability*: Developed Scalability Plan by converting company ERP to NetSuite and automating procurement and invoicing, decreasing invoicing period from 30 days to 7 days while improving bookkeeping accuracy
- AR/Debt collection*: Built new AR and Debt Collection Strategy increasing collection 15% and reducing bad-debt by ~25%

New Initiatives & CX Transformation Lead

2019 - 2021

- Customer support*: Built customer support department to scale from 4 to 20 members, improving resolved ticket volumes per head by 10x, reducing first-response time (FRT) by 85% and resolution time by 60%
- Account Management*: Established a customer-experience-led Account Management function, translating customer needs into account roadmaps, feedback loops, and expansion strategies; delivered +15% growth in farmed revenue.

Accenture Consultant

New York, NY
2017 - 2019

- Selected as only analyst to represent Accenture in India during negotiations and execution of a \$200M project, working daily with client C-team; Internal project: designed marketing strategy for Accenture's innovation technology offerings including Industry X.0, AI, and Blockchain, presented to current CEO Julie Sweet.

ADDITIONAL INFORMATION

Cavron Global

Danish-owned producer of sustainable charcoal for grilling, beauty, water, and air purification.

New York, NY
2024 - 2024

GTM Consultant (Pre-MBA Experience)

- Built market entry strategy for \$1.5B North American charcoal market, covering competitive analysis, pricing, and ROI modeling, resulting in company's decision to not enter the US market

Languages: English (Native), Indonesian (B2), Malaysian (B2), Spanish (Basic)

Nationality: American

Computer Languages: Python, SQL, HTML; experience with LLM application development using LangChain, RAG architectures, vector databases, and local model orchestration (Ollama)

Interests:

- ShopSherpa**: Self Coded AI Enabled Application giving users better shopping recommendations utilizing LLM APIs, Langchain, and Vector Search
- President & Captain, Jakarta Vikings Football Club** — Increased membership by 400%; In 2025, organized an international tournament in Jakarta with 350 participants from 40+ countries and a \$250K+ budget
- Adventure Travel**: Completed solo overland motorcycle tours across Indonesia, Vietnam, and India, riding 30,000+ km.