Jonathan Guzman

Business Strategy & Operations | MBA | U.S. Air Force Veteran

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EXPERIENCE

Clinical Product Insights

Business Development Project Support | Nov 2026 / Growth & Strategy Fellow | Jun - Oct 2026

- Prepared a founder briefing, assessment handouts, and lead tracker for a medtech networking event. Researched companies afterward and recommended tailored follow-ups for founder review.
- Built and deployed MedScan and Foresight, two AI-assisted tools for monitoring medtech developments and researching companies. Delivered setup guides, database migrations, and deployment instructions so CPI could maintain them.
- Researched approximately 200 medtech companies, comparing products, funding, and fit with CPI's services to help the founder prioritize outreach and track follow-ups.
- Authored the published Gravitrex case study and supporting campaign, showing how therapist interviews, workflow research, and concept testing helped move a garage prototype to a pilot-ready beta.
- Helped design and test CPI's Snapshot and full Clinical Adoption Assessment, developing questions, interface copy, and report materials to surface risks in clinical workflow, evidence, and adoption.
- Produced newsletters and edited interview videos for LinkedIn. Proposed an eight-week campaign with defined audiences, deliverables, and publishing schedules for the company and founder accounts.

San José State University Veterans Center

Veteran Benefits Liaison, VA Work-Study | Aug 2021 - May 2024

- Coordinated 20+ appointments per week and guided student veterans through benefits forms, certification deadlines, and campus resources.
- Maintained 300+ confidential files, verified reports and Google Sheets entries, and followed up on missing information and approaching deadlines.
- Supported quarterly veterans events by reserving campus space, researching catering, promoting events, and tracking costs against available budgets.

Roku

Compensation & Benefits Intern | Summers 2022 and 2023

- Built a global benefits invoice tracker for vendors, payment methods, and due dates. Supported spend tracking and forecast discussions with the benefits team.
- Created a California leave guide, country-specific offboarding guides, and open enrollment FAQs. Mapped the California voluntary disability insurance budget process for Payroll and Finance.
- Supported testing, employee communications, and launch preparation for Origin, a financial wellness benefit serving 3,800+ employees.

U.S. Air Force

F-15 Armament Systems Technician | Mar 2016 - Mar 2020

- Diagnosed time-sensitive F-15 armament faults during preflight checks and trained approximately six Airmen on maintenance procedures and flight-line safety.
- During a six-month Maintenance Support assignment, issued and requisitioned equipment for teams supporting 250+ personnel, coordinated urgent pickups, and tracked inspections, repairs, and work orders in TCMax and IMDS.

SELECTED PROJECTS

SCU Veterans Alumni Network. Launched the LinkedIn group with the Alumni Office and wrote its operating guide.
Veteran Welcome Packet. Estimated $5,230 for 100 packets after comparing vendor and setup costs.
REI Marketing Analysis. Analyzed 80 customer reviews and 78 social posts with an MBA team.

EDUCATION

Santa Clara University | Master of Business Administration, Sep 2026
San José State University | BA, History, minor in Business, May 2024

SKILLS

Market research, project coordination, workflow documentation, benefits and vendor operations, content strategy, AI-assisted research tools, Excel, Google Workspace, GitHub, Salesforce