

Ian Bullette

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EDUCATION

James Madison University, Harrisonburg, VA

Expected Graduation: May 2027

BBA, Finance and Marketing | Minor: Business Analytics | Concentration: Digital Marketing

Awards & Honors: President's List | Dean's List | Beta Gamma Sigma | Mu Kappa Tau Cumulative GPA: 3.72

WORK EXPERIENCE

VB Spine

Leesburg, VA

Product Marketing Intern

June 2026 – July 2026

- Built a go-to-market business case from scratch to close a product-portfolio gap, projecting ~31x segment revenue growth over 4 years (\$1.3M to \$40M), by leading market research, competitive analysis, and financial modeling, co-CEOs moved forward with strategic plan largely as proposed
- Cut processing time by 98% (8 hours to 10 minutes per person) in a manual monthly reporting process, by independently building a semi-automated workflow, saving the team ~174 hours annually
- Developed AI-assisted workflows to translate and format multi-language client communication materials, reducing international contract turnaround by ~90%
- First intern in company history to earn a Distinguished Performance rating (top 5% of employees)
- Partnered with 5 Sales leaders and product stakeholders on voice-of-customer research, translating user insights into demand assumptions that stress-tested a \$40M revenue forecast
- Supported 10+ new product demos for surgeons, clarifying capabilities during limited market release

Hantzmon Wiebel

Charlottesville, VA

Accounting Intern

June 2025 – August 2025

- Reduced client onboarding time by ~30% by developing a standardized onboarding workflow across 50+ client accounts, increasing time to revenue and client satisfaction while reducing overall project costs
- Owned 5 phases of a nonprofit client engagement end-to-end, managing stakeholder relationships and translating complex financial findings into audit reports that informed leadership's end-of-term strategy

NOLA Build and Design

Charlottesville, VA

Finance Intern

June 2024 – August 2024

- Eliminated \$20,000 in annual waste by diagnosing profit leakage from untracked inventory and building the company's first materials-tracking system, implementing the process across 8+ construction job sites
- Forecasted and presented an \$8.2M project budget by sourcing subcontractor bids and researching material and labor costs, securing ownership approval for the company's official project bid

LEADERSHIP AND ACTIVITIES

Madison Artificial Intelligence Club

Harrisonburg, VA

Founding Class Member

October 2025 – Present

- Prototyped and iterated autonomous multi-agent AI systems that act as finance, marketing, and operations experts to pressure test business decisions against simulated real world variables and optimize workflows

Chi Alpha Christian Fellowship

Harrisonburg, VA

President

August 2023 – Present

- Assisted in the recruiting, training, and mentoring of 20+ student leaders while owning social strategy and campaign management, growing Instagram engagement 482% and weekly attendance of 100+ students

SKILLS AND COMPETENCIES

Product Marketing: Go-to-Market Strategy, Product Launch Support, Customer-Facing Presentations

Research & Insights: Voice-of-Customer Research, Market Research, Competitive Analysis, Market Sizing

Marketing & Leadership: Content Development, Integrated Campaigns, Campaign Performance Analysis,

Excel, PowerPoint, Power BI, AI Workflow Automation, Stakeholder Management, Team Leadership