

Lance Boyer

25 Nelson Drive, Brookline, MA, 02467
+1 (617) 966-7768 | Lance@LaunchStarts.com

EDUCATION

Wentworth Institute of Technology **Boston, MA, USA**
Bachelor of Science in Business Management – Project Management Focus 2021-2025

- **GPA:** 3.6 / 4.0
- **Honors:** Set to Graduate Cum Laude, 3 Year Deans List Student, Brookline High School Book Award for Innovation

Brookline High School **Brookline, MA, USA**
High School Diploma – Innovation Book-Award Recipient, Honor Society Student 2017-2021

WORK & LEADERSHIP EXPERIENCE

LaunchPad Consulting and Development **Boston, MA**
Lead Consultant 08/2024 – Present

- LaunchPad Consulting and development is an end-to-end consulting firm that works with companies in various stages of development to grow successfully.
 - I've worked with everything from new startups to publicly traded companies.
 - I've led teams for business growth, market entry, IPO's, and more.

Shadow Fight Goods **Boston, MA**
Operations Manager 02/2024 – Present

- Support the team on assigned projects and goals
- Develop proposals and budgets for incoming projects
- Identify objectives and suggest systems to ensure the team is on budget, schedule, and task
- Developed strategy for marketing to new prospective clients
- Led successful investor meetings for business development and growth
- Negotiated a licensing agreement with large manufacturers to produce products with our patented technology at a 10% royalty.

Prominent Builders **Boston, MA**
Assistant Project Manager, Co-Op Position 01/2024 – 05/2024

For my Spring 2024 semester Co-Op, I was hired by Prominent Builders as an assistant project manager, managing multiple high value job sites and projects.

- Led daily meetings with various subcontractors and directed them as needed
- Read plans and relayed relevant information to the necessary trades and stakeholders
- Review and create bid sheets
- Coordinate trades scheduling
- Led meetings with building departments and the city for proper permitting and approvals
- Participate in contract negotiations across multiple job sites

Private Firm **Boston, Massachusetts**
Lead Property Manager 2018 – Present

- In charge of managing a large portfolio of high-value residential and commercial properties, ensuring maximum profitability and tenant satisfaction, as well as area growth

- Designed, developed, and implemented new property management technologies including virtual management and payment collection systems
- Analyzed market trends and in turn led acquisitions of properties in upcoming areas
- Developed a strategy for marketing vacancies which resulted in a 98% occupancy rate

BostonApartments.com

Boston, MA

Business Developer & Marketing Manager

2018 – Present

- Spearheaded marketing campaigns to drive traffic and B2B sales in the real estate industry
- Led teams of developers and initiatives to revamp both the user interface and customer experience
- Analyzed competitive market positioning, SEO strategies, and business growth opportunities
- Developed a new marketing initiative towards prospective clients and agencies across the New England area

Peer to Peer Technologies

Boston, MA, USA

Consultant, Contract Role

07/2023 – 03/2024

Peer-to-Peer Technologies is a publicly traded company focusing on building a networking app to make following up with potential connections after an event easier. I was hired early in the development of their platform as a consultant.

- In charge of monitoring and recommending changes to the algorithms, user interface, and flow of the application
- Work alongside and coordinate with the CEO and lead developers to ensure the app aligned with everyone's vision and stayed relevant to the current and future market
- Led beta testing periods to receive and act upon user feedback
- Designed a marketing strategy to make the company stand out and reach the current demographic as well as the upcoming demographics

SKILLS, ACTIVITIES & INTERESTS

IACBE Regional Case Competition

Boston, MA, USA

Champion // Competitor

10/25/2024

- Represented Wentworth Institute of Technology at the IACBE Student Case Competition, winning first place and earning the title as the first team to win on behalf of Wentworth Institute of Technology.
- Developed and presented a comprehensive market entry strategy for healthcare technology, with analyses covering financial projections, marketing trends, consumer insights, and operations.

IACBE National Case Competition – Disrupting Wealth Management

Boston, MA, USA

Competitor

3/20/2025

- Represented Wentworth Institute of Technology at the IACBE National Student Case Competition.
- Developed and presented a comprehensive market entry strategy for a large Fintech firm, with analyses covering financial projections, marketing trends, consumer insights, and operations.
- Presented findings in both written and via a presentation to large company executives at WealthFluent.

School of Management Fundraising Team**Boston, MA, USA***Project Manager*

05/2024 – 08/2024

- Managed and led a fundraising campaign team that exceeded financial targets by over 90%
- Recruited over 18 members to the team
- Organized and led weekly meetings
- Organized and held an event that brought in over 700 people and a successful supply drive bringing in thousands of dollars in supplies
- Led to changes in course syllabi to operate like the fundraising project

Direct Effect Innovation Challenge**Boston, MA, USA***Competitor*

10/18/2024

- Competed on behalf of Wentworth Institute of Technology at the Direct Effect Innovation Challenge, which is a case competition geared towards the marketing of established businesses.

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in English and Swedish; Conversational Proficiency in Norwegian; Basic Proficiency in Chinese (Mandarin) and Spanish.

Technical Skills: HTML, PHP, Procore, Microsoft Excel + Project, Quickbooks, Google Analytics and Advertising

Certifications & Training: Licensed Real Estate Agent, ProCore Certified

Volunteer Work: Assistant Teacher at the Swedish School of Boston – 2017-Present

AWARDS & RECOGNITION

Deans List**Brookline, MA, USA***Wentworth Institute of Technology Deans List Student 2021,2022,2023,2024,2025*

2017-2021

Top Innovation Book Award**Brookline, MA, USA***Innovation Book-Award Recipient, Honor Society Student at Brookline High School*

2017-2021

References Available Upon Request