

ARTHUR STERN

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SUMMARY

Operator with five years at Uber Freight as one of its first 75 employees, from frontline sales to division strategy and new product launches, then four years co-founding a crypto and fintech marketing agency from zero to \$8M.

EXPERIENCE

SCRIB3

San Francisco, CA

Co-Founder & COO (Board Member & Advisor, June 2026 - Present)

Oct 2022 - May 2026

- Grew the agency from zero to \$8M in annual revenue at 15-20% margins and a team that peaked near 80 people.
- Owned senior enterprise relationships, including with a \$1.5T asset manager, scoping engagements from discovery through expansion and producing 1+ year tenures against an industry norm of 3 to 4 months.
- Led a restructuring that cut operating costs by 40% while retaining 80-90% of revenue, redirecting the business around a 30-person core focused on enterprise accounts.
- Built the operating system from scratch: hiring bar, performance frameworks, development tracks, and management cadences. Recruited senior leadership, including the Chief Strategy Officer, now CEO.
- Drove internal AI adoption, evaluating and deploying tooling into live client delivery workflows and managing the change on the team side.

Uber Freight

Chicago, IL

Senior Strategy & Planning Associate

Aug 2020 - Apr 2022

- Owned strategy for the Brokerage division on the Emerging Products team: GTM, sales pipeline, customer-facing negotiations, and product partnership.
- Built the QBR reporting and analytics infrastructure for 10+ enterprise brokerage customers, turning usage data into the business case that drove renewals and account growth.
- Led Mexico market expansion following the Transplace acquisition, integrating Uber Freight's offering into Transplace's workflow and unlocking \$7.5M/month in incremental revenue via the Market Access product.

Senior Business Analyst, Carrier Operations

Jan 2019 - Aug 2020

- Promoted into Carrier Operations to lead Large Fleet strategy alongside Business Development, Product, and Operations, building the operational structure and supporting product development for Committed Capacity, from zero to a ~\$180M run rate.
- Onboarded large fleets onto Uber Freight's Web Portal and Carrier API, working directly with operators to fit the tooling to how they already ran dispatch.
- Drove delivery of those products across engineering, ops, and BD, running a bi-weekly forum of 20+ stakeholders to keep the roadmap aligned with what customers actually needed.

Account Manager / Business Analyst, Carrier Sales

Jul 2017 - Jan 2019

- Managed a book of 25+ carriers ranging from 1 to 600 trucks and led strategic projects for the team, including GRP, a weekly program guaranteeing fixed revenue to drivers.
- Built tooling on the side until the team created an analyst role for me, turning rep workflows I had run myself into dozens of SQL and Python dashboards used daily by a 200+ person team to track pipeline, booking, and coverage.

EDUCATION

Emory University, Goizueta Business School. B.B.A. in Business Strategy, Minor in Entrepreneurship. May 2017.