

HENRY C. MADSEN

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EDUCATION

Brigham Young University – Marriott School of Business

Provo, UT

Bachelor of Science in Strategic Management, Minor in Spanish

Apr 2026

- GPA: 3.86/4.00

- Specialized courses: SQL, Tableau, Python, HTML/CSS, VBA, Statistics, Accounting, Finance, Negotiations

Brigham Young Surf Team

Provo, UT

President

Aug 2023 – Present

- Responsible for fundraising efforts, bringing in \$6,000 in fall 2024 semester
- Managed expenditures for the 20-member team including travel needs, fees, equipment, and apparel

EXPERIENCE

Based Agent Systems

Provo, UT

CEO

Apr 2026 – Present

- Bootstrapped the company to \$30,000 in ARR, delivering custom AI implementations for businesses across education, dental, and property management
- Built a personalized tutoring platform for Marble Valley Academy and marketing/ad automation for a dental startup
- Developed a CRM for D2D sales teams, custom client websites, and personalized AI agents for property management

Henry AI (YC S24)

New York, NY

Analyst Intern

May 2025 – Aug 2025

- Tailored and delivered 250+ custom AI-generated pitch decks and reports for top commercial real estate firms, including CBRE, JLL, Cushman & Wakefield, and Colliers
- Streamlined deck creation workflows and prompt frameworks, cutting turnaround time by over 60% (from 8 hours to 3 hours per deck)
- Contributed to product testing and UX feedback cycles, supporting internal product design and client tutorial materials to enhance application usability

Pattern

Lehi, UT

Product Manager Intern

Sep 2024 – Present

- Developed an internal promotion approval tool, streamlining processes and enhancing workflow efficiency within the company, resulting in faster and more accurate promotion management
- Collaborated with cross-functional teams to implement data-driven improvements in warehouse processes, enhancing the accuracy and timeliness of order processing

Cushman & Wakefield

San Francisco, CA

Strategy Intern

Jun 2024 – Aug 2024

- Collaborated with senior consultants to prepare detailed reports and presentations for clients, in which our insights impacted over 10 client real estate portfolios
- Led in-depth research for the outpatient clinic strategy of UC Davis Health in Northern California, contributing to real estate investment and leasing decisions that influenced over \$2 million in transactions

Tide Consulting

Provo, UT

Associate Consultant

Feb 2024 – May 2024

- Created comprehensive slideshows highlighting differences in revenue streams between clients and competitors, providing valuable insights for strategic planning and decision-making
- Boosted the ratings of companies under Thumbs Up!, such as Rugd and Retro gaming, from 3.5/5 to 4.6/5 on Amazon, significantly improving their market perception leading to a 15% increase in sales
- Provided insights into how to best allocate \$100,000 in advertising to achieve ROI marketing goals

Enhanced Ai

Provo, UT

Product Manager Intern

Jan 2024 – Apr 2024

- Surveyed 80+ consultants about the usefulness of AI in their work, synthesized results into clear action items and presented findings to leadership
- Conducted detailed SWOT analysis and pitchbook research, successfully identifying 5 new potential investors interested in investing in the company
- Ran a marketing campaign that reached over 100 people, discussing the future of AI and promoting Enhanced Ai as a tool that aids business in improving efficiency and productivity

VOLUNTEER

The Church of Jesus Christ of Latter-Day Saints

Buenos Aires, Argentina

Service Representative

Jul 2021 – Jul 2023

- Designed and delivered training on effective teaching, communication and service skills that reached 30+ volunteers
- Managed Visa requirements for 150+ volunteers from 10 countries, ensuring accurate and complete legal status in Argentina
- Oversaw transportation logistics for 150+ volunteers throughout Argentina as well as travel plans to/from home countries
- Served in local towns as boots-on-the-ground for various community projects, events, and gatherings

SKILLS & ACHIEVEMENTS

- AI & Technical Skills: Expert in Agentic AI systems, AI applications, LLM orchestration, Front-End & UX/UI digital design, HTML/CSS, Python, SQL, Tableau, VBA
- Product & Software: Agile/Scrum, User Flow Prototyping, Microsoft Office Suite, Excel (Pivot Tables, VLookup), PowerPoint (Advanced)
- Languages: Fluent in Spanish (written, oral, conversational, and professional); Seal of Biliteracy in Spanish (2020)
- Honors & Leadership: Boy Scouts of America – Eagle Scout Rank; National Honor Society (2018–2020)
- Academic Background: Pacific Collegiate High School class of 2020 (GPA 3.78/4.0); 7 AP courses
- Personal Interests: Surfed on 3 continents!