

Ryan Choi

Founder

San Francisco, CA, United States | [LinkedIn](#) | [YouTube](#)

Former SVB and Moelis tech investment banker who moved into operating roles, most recently Chief of Staff at Artie (YC S23) where he ran GTM, renewals and the Series A. Now building software products and advising a Korean accelerator's portfolio on US go-to-market.

EXPERIENCE

Startup Consultant

Independent

Aug 2026 — Present

San Francisco, CA

Mentoring a Korean government-backed accelerator's portfolio companies on go-to-market and fundraising strategy for the US market.

Founder

Linchpin Labs

Mar 2026 — Aug 2026

San Francisco, CA

Ran five time-boxed sprints from discovery to shipped prototype while learning to design and build software. Interviewed 18 banks for an AI-native sell-side diligence tool and shipped clickable prototypes on a mock data room, which got him into the Solo Founders Program. Also shipped PingNow Golf, a live app that tracks Bay Area public tee times and coordinates group bookings, now used by 12 people. Dropped a prior-auth workflow idea after physician interviews and moved to payer-side review quality.

Chief of Staff

Artie (YC S23)

Jul 2024 — Apr 2026

San Francisco, California, United States

Employee #5 and first non-engineering hire, working alongside the founders across GTM, ops and finance from seed to a \$12M Series A. Helped grow revenue about 6x and ACV about 3x by building the sales playbook and ICP with the CEO and recruiting AEs. Built an automated multi-channel outbound system that became the main pipeline source at about 5 meetings a week with no SDR headcount. Ran account management and all renewals at about 170% NRR with zero churn. Led the rebrand and the first launch week, launched partnerships solo, and owned the Series A deck, model and data room, closing in 4 weeks from first outreach to term sheet.

Growth Advisor

Kaiku

May 2024 — Sep 2025

London, UK

Supported the founders' fundraising with more than 10 US angel introductions and a data room. Advised on building a scalable GTM motion.

Tech Investment Banking Associate

Moelis & Company

May 2023 — Jul 2024

San Francisco, California, United States

Ranked top in the associate class and covered Internet and Front Office Software M&A. Deal captain on Frequence's sale to Madhiv, guiding the C-suite through its first M&A transaction. Ran all financial workstreams on Bain Capital's \$8-10B sale of Rocket Software. Advised on the Khoros sale to IgniteTech, a three-year process, and built the models and data room. Led investor materials and valuation for Identity Digital's strategic review, which later closed as a TPG-backed continuation vehicle.

Tech Investment Banking Analyst

SVB Securities

Sep 2021 — May 2023

San Francisco, California, United States

Joined as part of the founding team and ranked top in the analyst class each year. Covered Tech M&A and Capital Markets advisory. Advised Roper (NYSE: ROP) on its \$3.7B+ acquisition of Frontline Education, including valuation and roll-up strategy. Owned financial analyses on a ~\$1.5B EdTech cross-border hostile takeover review and a ~\$500M HealthTech PE take-private. Led recruiting and training for the San Francisco office.

Research Strategy & Data Lead

Kaiku

Jun 2021 — Sep 2021

London, England, United Kingdom

Sergeant & Rifleman Squad Leader

Republic of Korea Army Missile Command

Dec 2019 — Jul 2021

Republic of Korea

Received the Army Chief of Staff's Exemplary Soldier commendation, in the top 5% of more than 1.1K nominees nationwide. Reached the finals of the Army Startup Contest (top 20 of 300+) by pitching an AI system for predicting North Korean missile provocations to VCs, and received the Missile Commander's commendation.

Research Analyst

MINDS AND COMPANY

AI Strategy Consulting

Aug 2019 — Nov 2019

Gangnam-gu, Seoul, Korea

Sales and Marketing

PTC

Jul 2017 — Oct 2017

Gangnam-gu, Seoul, Korea

Corporate Insurance
Samsung Life Insurance

Aug 2016 — Sep 2016
Gangnam-gu, Seoul, Korea

Co-Founder

Warwick Congress

Feb 2016 — Nov 2017
London Area, United Kingdom

Student-run startup focused on providing online and on-site platforms for students and professionals to tackle the status quo by bridging the gaps between the disciplines of Economics, Finance, Law and Politics

EDUCATION

University of Warwick

Bachelor of Science - BS in Philosophy, Politics and Economics with Major in Economics
Upper Second-Class Honors (equivalent to about 3.7/4.0 GPA)

Oct 2015 — Jul 2019

Worth School

West Sussex - UK

Academic Scholar in Mathematics; Head of House

PROJECTS

Mobile app that watches Bay Area public golf courses and coordinates group bookings, PingNow Golf

Owned product, UI/UX, front-end and the website for a live mobile app. It monitors every Bay Area public golf course and helps a group coordinate a booking.

Sell-side due diligence management tool scoped from banker interviews, AI-native M&A deal execution software

Interviewed 18 banks, from boutique to bulge bracket, from analysts to directors, to scope the product. Shipped clickable prototypes tested on a purpose-built mock data room.

CERTIFICATIONS

Cello - Distinction, ABRSM

Series 63, FINRA

Series 79, FINRA

Co-Author,

Acknowledgement,

Contributor,

Contributor,

Contributor,

SKILLS

Teamwork · Communication · Time Management · Strategic Planning · Social Networking · Social Media · Research · Microsoft Office · Microsoft Excel · Microsoft Word · PowerPoint · Team Leadership · Public Speaking · Leadership · Teaching · English · Financial modeling · Valuation · M&A · Investment banking · GTM strategy · Sales playbook · Outbound automation · Account management · Fundraising · Product management · UI/UX design · Front-end development · Claude Code · Supabase · Vercel · Blender · HubSpot · Clay · Lemlist · PostHog · SQL · Figma · Webflow · Korean · French · Spanish