

PETE RAHO

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Pete is the founder and owner of Gowanus Furniture Co., a woodworking business that specializes in smart, handmade goods for the home. An entrepreneur with passion for the analytical and the creative, Pete addressed TEDxGowanus with his ideas about the future of urban manufacturing in his neighborhood and beyond, and soon after Mount Gay Rum named Pete an “Original Spirit” for his “human, handcrafted touch.” Pete completed his MBA with a specialization in Strategy, and spent eight years working in a number of roles in the art world before starting his company.

EXPERIENCE:

Gowanus Furniture Co., Brooklyn, NY

2011-Present

Founder and Owner

Bootstrapped a manufacturing business from the ground up, selling thousands of handmade products around the world. It's the clearest expression of how he thinks and what he can do.

- Started as a creative outlet and grew to a scalable business best known for custom Morse code monogrammed cutting boards, designed and manufactured in Brooklyn, New York
- Responsible for all creative and executive decisions, as well as the face of the company
- More than 5,000 cutting boards in dozens of styles sold worldwide, as well as other products
- Leader in a broad network of fellow makers, woodworkers, artists, and business owners
- Developed and taught monthly cutting board making classes popular with couples, with 300+ attendees
- Created and taught a class “Excel for Creatives”

Christie's, New York, NY

2002-2010

Held various roles throughout the auction house over eight years, straddling the lines between art, business, and tech

- Used data to develop and drive top client strategy as a Client Development Analyst
- Advised top management with systems and business process recommendations to maximize value of existing data
- Created analytical tools to standardize sales reporting globally
- Worked closely with business analysts to improve information systems, serving as the “Rosetta Stone” between IT and the art specialists
- Responsible for delivering all North American systems training as a Systems Trainer, developed live and online curriculum as part of a global team, and created a very popular class, “Excel for Administrators”
- Navigated all aspects of customer service in the Cashier, processing receivables, troubleshooting, and approving the final clearance before releasing property

EDUCATION:

New York University, New York, NY

Leonard N. Stern School of Business

MBA, Strategy, 2010

Fordham University, Bronx, NY

BS, Biology, Art History, 2001

Named *Vasari Lecturer* for top senior presentation

SKILLS:

Shopify, Wordpress, web design (HTML, CSS, Javascript)

Created www.gowanusfurniture.com; implemented via Shopify and customized all elements

ADDITIONAL:

Passions include long days in the woods, building home audio components, and designing furniture

Selected presenter at *TEDxGowanus*, spoke about urban manufacturing, google: **pete raho tedxgowanus**

Mount Gay Rum's “Original Spirits” campaign video, google: **pete raho mount gay rum**

See more on Instagram: @gowanusfurniture

Eagle Scout, 1997