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**Tito Obaisi**

**Senior Manager of Pipeline & Insights**

**Long Bio:**

Tito Obaisi is a Market Intelligence Analyst with the Startup Engagement Team at Comcast NBCUniversal. He has experience in growth, product, operations, and expansion strategy at early-stage startups across various industries, including digital health, Web3, supply chain logistics, and food sustainability. Tito has worked with numerous founders as a venture partner with GoingVC Partners and a freelance business strategy consultant. As the Founder and Principal of TTOX, Tito guided first-time entrepreneurs through developing business plans, conducting market research, developing buyer personas, go-to-market strategies, and more. Tito graduated with a B.A. in Government, Economics, and Philosophy and a M.A. in International Business & Policy from Georgetown University. He also completed post-graduate Social Innovation Management studies at the Amani Institute in Sao Paulo, Brazil. An avid soccer fan, Tito has spent seven years as a weekly contributor to SB Nation's Liverpool FC blog delivering team news, opinion, and analysis.