

Higher Education Executive

Turnaround Broker • Change Accelerator • Revenue Creator • EdTech Champion
Fueling Student Achievement & Organizational Viability

Bold, entrepreneurial executive who transforms organizations from good to great and leads against-all-odds turnarounds for publicly traded and privately held multibillion-dollar educational institutions and businesses.

Nimble leader and incisive advisor partnering with boards of directors and trustees and steering executive management teams through change to facilitate higher student satisfaction, profitability, and revenue performance.

Business and operational strategist guiding collaborative planning initiatives to earn team buy-in for new operating models and creating workplace cultures of accountability and engagement.

100% Post-Graduation Workforce Placement • 15% First-Year Retention Boost • 40% Higher Graduation Rates

Struggling to Soaring

Turned around operations, culture, and low enrollment at a \$300M educational technology company to generate **double-digit growth** within 6 months, boost revenue for **8** subsequent quarters, and trim student cost-per-acquisition **49%** and staff turnover **56%**.

Shaky Ground to Firm Footing

Steered dire financial, operational, enrollment, and morale situation back from the brink to vault new enrollment **155%**, restore **cash-flow-positive** status from a \$9M operating loss, spike student graduation rates **40%**, and raise student retention **12%**.

Start-Up to \$2B in Revenue

Grew EdTech firm from 0 to **96K** students and delivered **38** consecutive quarters of growth to position company for IPO as executive leading corporate and military partnerships, student-centered infrastructure and operations, and development of 3K staff.

Professional Experience

EdTech Behemoth

\$300M publicly traded online program management provider

Executive Vice President of Operations, 2020–Present

Helm operations, marketing, IT, product management, and business development to guide educational technology service delivery, client relations, and growth. Direct 12 senior leaders, 1K+ staff, and a \$60M budget.

Restored profitability in <2 years by staunching plummeting enrollment, organizational turmoil, and financial decline.

- Reached 16% year-over-year growth within 6 months of hire (a jump not seen in 8 years) and continued upward trajectory for 8 additional quarters through pandemic-fueled business disruption.
- Reorganized and right-sized business development team to streamline and integrate efforts into broader business strategy, boosting performance 30% and critical response time 35%.
- Modernized marketing performance metrics and eliminated functional siloes to improve cost-per-acquisition 49% across all channels and overall conversion rates 29%.
- Slashed staff turnover from 85% to 37% in first year and again to 22% in second year and improved internal candidate promotions into leadership roles 90%.

Greenwich Art & Design Institute

\$50M private, for-profit college offering online and on-campus degrees

President, 2016–2020

Headed strategy, operations, external and internal relations, budget development and approval, and financial management. Collaborated with board of trustees. Led 525 staff across 11 departments and oversaw senior management team.

Transformed business operations, restored financial stability, reversed declining enrollment, and rebuilt organizational culture after organizational upheaval and leadership transitions.

- Reimagined and relaunched college brand and value proposition to rocket new enrollment 155% and total enrollment 130% within first 2 years after 8 consecutive years of decline.

Higher Education Executive

Greenwich Art & Design Institute

continued

- Eliminated inherited \$9M operating loss in 18 months to return college to cash-flow-positive status.
- Championed a future-focused vision that reignited morale and jump-started and nurtured a culture of collaboration, engagement, and advancement.
- Reengineered and aligned organizational structure, led 11 departments through deep-dive process and workflow mapping, and reconstituted vision to halt staff turnover and improve student retention 12%.
- Hired talented marketing leader to spearhead top-to-bottom overhaul of marketing strategy and operations to deliver an award-winning website, increase site conversion 45%, and decrease cost-per-acquisition 48%.
- Raised graduation rates 40% via institution-wide culture shift centering student success across all systems, policies, and learning strategies.
- Steered accreditation preparation after inheriting material findings from prior cycles to facilitate an overwhelmingly successful site visit and accolades from the Higher Learning Commission.

Media Arts & Video College

\$30M vocational-technical educational institution

CEO | Member, Board of Directors, 2013–2016

Brought on as consultant and retained to oversee entire scope of college operations and lead 127 staff across 11 departments. Set strategic direction for academics and administration. Served as trusted advisor to ownership group.

Reshaped enrollment functions and marketing strategy to attract, retain, educate, and engage diverse student body.

- Grew inquiry volume 55% without additional costs, conversions 25%, and new enrollments 35% via enrollment department restructure, new customer relationship management (CRM) platform, and robust branding.
- Introduced and socialized disciplined processes, workflows, performance indicators, and quality controls to enhance operational efficiency, productivity, and service levels.
- Achieved 100% workforce placement rate through oversight of graduate support and services.
- Made key contributions to securing senior leadership approval and accreditation for 2 new academic programs.

Collette Education

\$2B online education provider serving some of the nation's largest public universities and colleges

Chief Admissions Officer | Co-Founder, 2004–2015

Crafted and directed execution of strategic and operational plans aligned with investor growth goals and educational best practices. Oversaw enrollment, corporate and military partnerships, student retention, and staff development. Led 3K-member workforce.

Shaped start-up online education provider into a mature, private-equity-backed organization. Grew student body from 0 to 96K nontraditional undergraduate and graduate learners.

- Achieved 38 consecutive quarters over plan throughout explosive growth, new market launches, and addition of 100+ programs to deliver \$2B in revenue with a \$22M investment and enable a successful initial public offering (IPO).
- Architected robust operational infrastructure to scale business without sacrificing quality while processing 2K+ applications per day across 5 lines of business and 21 verticals.
- Cut student cost-per-acquisition 50%, slashed speed-to-inquiry response 96%, and raised first-year retention 15% via technology investments and process automation.

Education & Certification

Master of Business Administration (MBA), Education Management • State University—Lincoln, NE
Bachelor of Arts (BA), Political Science • Private University—Laguna, CA

Public Affairs Executive Leadership Program • Leadership Institute

Jack is such an engaging, upbeat personality whose BIG achievements deserved a bold presentation. Higher education trends toward conservative, but due to his focus on educational technology companies and for-profit institutions (both with fewer expectations for subdued design and color), I used a vibrant green to call out the information I wanted highlighted.

The first instance of this is with the introduction of student-centered outcomes as quickly as possible: for-profit institutions often have a bad reputation for only being profit driven and I wanted to allay any reader fears by showcasing his overarching commitment to keeping students central to all his leadership endeavors. This is also highlighted in the sub-headline, where student achievement and organizational viability go hand in hand.

I continued in the same vein with the chief challenge/opportunity faced at each role within the professional experience section. His stories were wonderfully metric driven but I wanted to create a format for showing how each bullet contributed directly to that primary challenge or opportunity he was tasked with solving.

Because his skills and interests could lead him in one of two directions (either EdTech or direct school leadership), I wanted to make sure the reader understood that he excelled in both environments. This led me to selecting three top stories to create 'case studies' placed within a simple border (for readability within automated systems) at the very top of the resume. Each case study showed a unique challenge and the powerful outcomes—ones that resonate most with boards of trustees or C-Suite peers.