

# JESS STOKES

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## EXECUTIVE SUMMARY

Jess brings leadership experience across business, education, and tech as a startup operator in the learning economy. In addition to running her own business building entrepreneurship programs for PK-12 schools, Jess has scaled an operations team at a Series A online learning platform, sharpened her analytical skills as an investment banker, and received an MBA from Wharton.

## EXPERIENCE

### WONDER ACADEMY

#### Founder & CEO

Los Angeles, CA

June 2022 – Present

- Sold custom entrepreneurship curricula to top independent schools, providing 125+ girls with exposure to careers in business
- Created upskilling and networking resources that attracted an online community of 400+ teachers transitioning into tech
- Presented to 250 founders on a Penn-hosted Funding Trends in EdTech panel about the future of the knowledge economy
- Selected from hundreds of applicants to be a Reach Capital venture scout; sourced 30+ education and future-of-work startups

### SUBJECT TECHNOLOGIES (EMILE LEARNING)

#### Senior Operations Strategy Manager

Los Angeles, CA

November 2021 – May 2022

- Coordinated a digital learning single sign-on certification process to unlock 95k+ partner opportunities, a TAM of \$1b+ ARR
- Developed and implemented a Zendesk customer support strategy to cut resolution time in half and achieve >85% CSAT
- Collaborated with Product to automate 75% of content import and quality control processes, reducing annual costs by \$200k
- Aligned senior leaders across the Operations, Product, and Education teams to unify product strategy; guided four direct reports through quarterly OKR exercises to define strategy-aligned operational and professional development goals

### DEUTSCHE BANK

#### Investment Banking Associate

New York, NY

July 2021 – November 2021

- Led junior bankers through the quantitative analysis of public filings, equity research, and financial accounting due diligence to identify key drivers of growth and derive financial ratios; projected valuations using discounted cash flow models
- *Summer Associate*: Conducted and presented a leveraged buyout analysis; received and accepted a full-time offer

### SPRINGSIDE CHESTNUT HILL ACADEMY (PK-12)

#### Associate Director, The Sands Center for Entrepreneurial Leadership

Philadelphia, PA

July 2016 – September 2019

- Designed scalable operational processes to standardize the management and evaluation of 70+ student ventures each semester
- Tripled the mentor network annually to grow a diverse community of 150+ SMEs, venture capitalists, and corporate partners
- Presented biannually to the Board of Directors to demonstrate program growth, securing an additional \$3m in donor funding
- Negotiated and spearheaded the implementation of a multiyear curriculum licensing partnership, generating \$85k+ in revenue

### THE UNCOMMON INDIVIDUAL FOUNDATION

#### Chief of Staff

Philadelphia, PA

September 2014 – September 2015

- Launched Caruso Incubator, a business development program that has helped 65+ local startups raise \$11.5m since 2015
- Developed and delivered college readiness curricula for an online learning platform used by 20,000+ students since 2013
- Authored the first draft of the founder's book on entrepreneurship and mentoring, now published as *Built to Help Each Other*

## EDUCATION

### THE WHARTON SCHOOL

#### Master of Business Administration; Major in Finance and Entrepreneurship & Innovation

Philadelphia, PA

2019 – 2021

- Leadership: Co-Chair, Private Equity & Venture Capital Conference; VP Social Impact, Cluster Board; Captain, Volleyball
- Completed in-semester internships in private equity (Aurora Capital) and early-stage venture capital (Mucker Capital)

### UNIVERSITY OF PENNSYLVANIA

#### Bachelor of Arts, Major with distinction in Psychology – magna cum laude

Philadelphia, PA

2010 – 2014

- Leadership: President, Panhellenic Council; Director of Philanthropy, ZTA; Co-President, Friars Senior Honor Society
- Conducted and published clinical research: "ADHD or Depression? The Need for Objective Testing in ADHD Diagnosis"

## ADDITIONAL INFORMATION

**Technical Skills:** Microsoft Excel, Notion, Airtable, Zapier, Slack, Canvas LMS, Salesforce, HubSpot, Google Suite

**Training & Certifications:** FINRA Series 63 / 79 Securities Exams; General Assembly UX Design

**Interests:** Beach volleyball; gourmet cooking using only Trader Joe's ingredients; fostering rescue kittens – running tally: 10