

Jeff Harr

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EXPERIENCE

Expansion Group

2020 - Present

Partner

- Consulting clients on pipeline/funnel design, software evaluation/implementation, and role design

Palo Alto University

2020 - Present

Managing Director, Continuing and Professional Studies

- Evaluated existing tech stack and redesigned from scratch to support pipeline driven sales and marketing
- Completed design and implementation of Hubspot enterprise based platform including CMS
- Defined organizational structure, designed existing and new roles, and executed hiring plan
- Directly managed/developed growth, product, and operations staff
- Instrumented and constructed strategic dashboard and leadership metrics review process
- Implemented customer service ticketing, knowledge base, live chat support and eliminated legacy phone service

ThriveDX (Formerly HackerU)

2020 - 2021

Business Alignment Consultant

- Consulted client leadership on strategic mission/vision/values, organizational design, and change management
- Worked closely with CEO/COO on marketing operations design, role design, hiring
- Implemented OKRs and key business metrics

Singularity University

2018 - 2020

Director of Product Operations

- Brought a vision for a unified application and registration system at SU to life, project managing, designing, and implementing the build (with Salesforce as the base source of truth) over an 18 month period with over 40 project members.
 - Replaced various other systems, reducing costs and enabling cross-product reporting
 - Designed and implemented key metrics and trend analysis for product enrollment
 - Increased cross-product sales visibility by onboarding additional B2C and B2B products into the unified platform in the time since initial launch
- Responsible for consulting with each operational section of the organization on workflow design, process improvement, and cost savings from systems consolidation
 - Standardized multiple teams on Asana for work ticketing, roadmaps, and resource allocation
- Advised Revenue and Expense Reporting workgroup, Technology Portfolio workgroup, and other units on macro level operational vision and gap analysis
 - Built high level and execution level operational models for the product mix
- Drove the strategic vision for centralized product operations and services throughout the organization and product operations models we had the capability to support without additional costs
 - Created a roadmap of sprints and milestones for the operations side of the business
- Managed and developed the Product Operations team and coordinated associated stakeholders in sales operations, marketing operations, and engineering to enable product launches

- Previously managed, developed, and expanded the Admissions Team while streamlining workflows and business processes and achieving enrollment targets for our open enrollment programs
- Overhauled participant data collection at SU to become GDPR and CCPA compliant ahead of time

Fullstack Academy / Grace Hopper

2017 - 2018

Director of Admissions

- Defined and implemented strategies for optimizing the candidate acquisition funnel
 - Improved overall Applicant to Enrollment percentage from 15% to 27%
 - Maintained academic performance of enrolled candidates while scaling class sizes
 - Personally conducted hundreds of student calls, increasing close rates
- Designed CRM usage, data collection and storage, and data analytics tools
 - Built a business analytics platform using Hubspot, Stitch, BigQuery, SQL, Google Data Studio
 - Developed and maintained real-time dashboards for marketing, admissions, and academics
 - Launched new programs and academic products with successful optimized admissions funnels
- Created, staffed, and trained industry leading customer service team providing guidance to candidates
 - Created team with 2 initial remote advisors and scaled to 11 before spinning off team as a function
 - Created onboarding materials, quality assurance processes, and hiring strategy
 - Managed and developed admissions team members
- Grew team from 2 to 6 full-time employees including company's first full-time remote hire
- Participated in the leadership team, helping to set strategy for growth and direction of the organization
- Exemplified company values both in my work and in admissions selection

Hack Reactor

2015 - 2016

Director of Data Analytics

- Migrated the entire business from ad hoc spreadsheets to Salesforce as a single source of truth
- Increased application rate, acceptance rate, and successful outcome rate by improving admissions tooling
 - Implemented Stripe, HelpScout, YouCanBookMe and tooling for cheat-proof interviews
- Scaled admissions operation to cover nine schools
 - Grew admissions from 350 to 2,000 students per year
 - Managed and developed a team of admissions personnel, including managers
- Developed the business intelligence team and company approach to data-driven decision-making
 - Built real-time dashboards for key departmental KPIs both inside and outside of admissions
 - Managed the Salesforce engineer and defined usage plan for Salesforce
- As a member of the leadership team, helped define company values and growth strategies

EDUCATION

The Ohio State University

2010

MBA in Sustainable Development and Planning

Columbus, OH

- Designed my own major
- Studied abroad at Copenhagen Business School, Copenhagen, Denmark
- Recipient of Hershel and Suzanne Meredith Endowed Graduate Fellowship

University of Pittsburgh, Main

2007

BA in History

Pittsburgh, PA

- Minor in French
- Certificate in Western European Studies

- Immersion program in French at l'Université Stendhal III, Grenoble, France

FOR FUN

Black Liquid Software

2014 - Present

Cofounder and Project Lead

- Black Liquid is a game design studio currently working on an unannounced game project in the survival city builder genre. We started in 2014 as modders for the game Banished and have cultivated a community around our extremely popular mod series, Colonial Charter.
- I served as lead designer on Colonial Charter and coordinated the global team of enthusiasts working on the various assets. You can find CC on Steam, where we have hundreds of thousands of subscribers, or at our active forum: www.blackliquidsoftware.com

Card Game Inventor / Designer

2016 - Present

- My original card game (tentatively called Stimulus) that combines Euchre, Uno, and Machi Koro is in prototyping and being playtested.