

Jessica Young

TechCXO Partner - Executive Operations; Interim & Fractional COO, CEO, CRO



techcxo
EXECUTIVES ON DEMAND

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RELEVANT EXPERIENCE

Jessica Young is a TechCXO partner with Revenue, Customer Success, Product and Executive Operations experience. Her distinguished career includes:

COO, Artcloud. For this B2B SaaS startup, Jessica shepherded the transition from early to growth stage, improving operating margin by 35% over 24 months. She oversaw revenue strategy, business operations, finance and investor relations, while providing executive coaching to the CEO and original founders.

CEO, Wellspring Creative. As founder and CEO of this fast-growing and profitable media production company, Jessica led all operational and executive functions, including hiring, multi-year growth forecasts, profitability analyses, revenue strategy and marketing operations.

SVP - Customer Success [Fractional], ATOMIZED. Jessica built entire CS organization and architected business processes for end-to-end customer experience: client on-boarding and support, revenue expansion and renewals across industry-diverse top tier brands (Publicis, Home Depot, Disney, Coca-Cola, Hulu & more).

Global Account Director, MOFILM. Jessica hired and led global customer success team for a new film crowdsourcing platform. Served global top brands including Unilever, Coca-Cola, Chevrolet, Walmart, Samsung, AT&T and more, ushering them through a new model of content generation.

Jessica began her career as data scientist with **Accenture**. She delivered value at Fortune 100 clients across verticals including Walmart, Pepsi, American Express, Sony, Bayer & more.

EDUCATION

MBA, International B2B Marketing,
Thunderbird School of Global Management

BS, Computer Science, **University of Southern Mississippi**

PERSONAL STATEMENT

For my clients, I'm most focused on driving value at the intersection of strategy, operational excellence, technology and creativity. My goal is to serve as a collaborative leader who can help distill complex issues down to clear, impactful, actionable insights. I have a particular passion for what I call "data-driven storytelling."

Investors, Boards and senior executive teams leverage my unique background in computer science + international marketing to to analyze, identify and execute on strategic initiatives to deliver process and organizational efficiency to grow their businesses.

PRACTICE FOCUS

STRATEGY & REVENUE GROWTH

- Company Mission & Vision Development
- Company Strategy
- Compensation & Incentive Plan Design
- Customer Experience Strategy & Design
- Forecasting & Budgeting
- Fundraising & Investor Relations
- Organizational Alignment
- Revenue & Customer Success

BUSINESS OPERATIONS & KEY INITIATIVES

- Digital Transformation
- Profitability Improvement
- Process Improvement
- Change Management
- Objectives & Key Results (OKRs)

GROWTH STRATEGY & EXECUTION

- Growth Strategy Design & Execution
- Data Science & Behavioral Analytics
- New Market Entry & Expansion
- Go-to-Market Strategy

SECTOR EXPERIENCE

SOFTWARE

- Application Software
- Business / Productivity Software
- Communication Software
- E-commerce
- Education Software
- Internet Software
- Payment Processing
- Website Design Software
- CRM Systems
- Retail Inventory Systems
- SaaS
- Software Development Applications

MEDIA, COMMUNICATIONS

- Information Services
- Movies, Music & Entertainment
- Social Content
- Telecommunications Service Providers

COMMERCIAL SERVICES (B2B)

- Consulting Services
- Construction & Engineering
- Education & Training Services
- Media & Information Services