

JOSH CHERNIKOFF

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Senior Executive, Entrepreneur Advisor, and Strategist with 20+ years of experience across education, technology integration, sales, marketing, and communications. Proven success building and maintaining key partnerships resulting in new deals and consistent revenue growth. Skilled in leveraging leadership, CRM implementation, and strategic planning to drive lean operations resulting in major acquisitions.

PROFESSIONAL EXPERIENCE

Cascade Communications

Washington, DC

Founder/CEO

2022 - Present

- Deliver business development coaching on industry best practices at a boutique agency to develop partnerships with small businesses/startups in the educational technology space.
- Formulate client mission and vision to align C-suite entrepreneurs on future direction.
- Spearhead branding/identity through website development and content generation to strengthen buyer personas and reach new audiences.
- Drive thought leadership and agency operations, resulting in live roundtable series, CRM optimization, content subscription, and sales execution.
- Build clients' sales pipelines utilizing HubSpot and Pipedrive, generating 100,000+ leads to facilitate successful partnerships.
- Mobilize 3 global, cross-functional employees to help clients engage, nurture, and convert leads.

JoshChernikoff.com

Washington, DC

Strategic Advisor/Consultant

2021 - Present

- Conduct strategic planning, one-on-one coaching, and business evaluations for 15+ education clients.
- Build and maintain key partnerships with numerous CEOs, assisting with pain points to increase efficiency and facilitate new business opportunities.
- Drive 36% increase in revenue through sales pipeline optimization and CRM implementation.
- Facilitate executive-level introductions to grow networks and establish connections between clients.
- Oversee and manage 2 podcasts, attracting entrepreneurial leaders, CEOs, and talent to discuss the latest trends, technologies, and innovations in education.

Flex Tutors

Washington, DC

Founder

2020 - Present

- Launched an online tutoring and enrichment platform under the Flex Academies brand to combat learning loss and deliver educational enrichment in the K-12 space.
- Implemented an innovative tutor and enrichment matching system, pairing students with top-quality tutors and providers based on learning needs, personality fit, and enrichment desires.
- Connect PTAs and educational partners across the country to launch community building, including supporting underrepresented families and children in the Washington DC Metro.
- Facilitate scholarship access for families experiencing financial hardship, granting all scholarship requests from day one.

Flex Academies

Washington, DC

Founder and CEO

2011 - 2021

- Founded and built educational services and tutoring company; a growing platform to 85 schools in 6 states while serving 100K+ students; achieved 21% revenue growth in 2019.
- Developed Flex Academies Student Growth Toolkit™, including before/after school care, enrichment programs, camps, and backup care; expanded enrichment marketplace to 500+ providers with 252 unique offerings in 2019.
- Orchestrated cutting-edge educational strategies for schools, resulting in 96% retention rate and 104% 3-year annual growth in student population; delivered 6,000+ enrichment scholarship hours to date.
- Generated \$500K for partner PTAs and school districts through comprehensive fundraising efforts.
- Realized a 72% CAGR between 2015 and 2018 with consistent revenue growth since inception.
- Constructed Enrichment Edventures, a partner company employing teachers nationwide to help extend their school day and earn supplemental income through various educational initiatives.
- Spearheaded development of online platform within 4 months, pivoting 100% in-person to fully online.
- Successfully sold and transitioned company operations in May 2021.

Ashley Tutors

Washington, DC

Founder

2007 - 2018

- Pioneered and grew D.C. area tutoring company, innovating a human powered matching system to facilitate impactful student-tutor relationships; successfully sold company to an EdTech LLC.
- Grew services to 1,200+ regional families, achieving recognition on NBC4 News and WUSA9 News.
- Managed 65+ high-quality tutors with 92% percent of staff graduating from Top 100 universities and 82% possessing graduate degrees.
- Partnered with the Washington Nationals, Wednesday's Child, Center City Public Charter Schools, E.L. Haynes Public Charter Schools, District of Columbia Public Schools, Baltimore City Public Schools, and Linkages to Learning.

Default Research Inc.

Pittsburgh, PA

Vice President of Communications

2005 - 2010

- Coordinated all public relations and marketing activities, including writing and distributing press releases, media communications, and enterprising stories for reporters.
- Secured mentions in the New York Times and Los Angeles Times; featured on Headline News and The Travel Channel with citations in 400+ publications.
- Curated "The Homestand," a newsletter distributed to more than 10,000 clients.

Washington Commanders

Ashburn, VA

Sports Anchor

2006 - 2007

- Anchored "Redskins Daily Update" and "Redskins Nightly News" for a Washington Redskins Broadcast Network, attracting 3MM+ online views per year.; executed daily writing, editing, and online anchoring.
- Produced "Redskins Generation," a 17-week show dedicated to high school football that aired on WUSA-9.

PODCASTING EXPERIENCE**How I Broke That**

Washington, DC

Lead Host

2021 - Present

Breaking the Grade

Washington, DC

Lead Host

2021 - Present

Lifelong Educators Show

Washington, DC

Lead Host

2021 - Present

LEADERSHIP EXPERIENCE**Milken-Penn GSE Education Business Plan Competition**

Washington, DC

Volunteer Judge

2021 - Present

WellUp

Washington, DC

Board Member

2021 - Present

Stronger Brains

Washington, DC

Volunteer Advisor

2020 - Present

Jumpstop Academy

Washington, DC

Board Member

2018 - Present

EDUCATION**Northwestern University, Medill School of Journalism**

Chicago, IL

Master of Science, Broadcast Journalism

2002

American University

Washington, D.C.

Bachelor of Arts, Print Journalism (Minor: Literature)

2001