



# JOSH CHERNIKOFF

Josh Chernikoff is the Founder and CEO of Cascade Communications, the preeminent coaching firm for businesses in the educational space. Josh and his team at Cascade are, above all, content and relationship experts in the educational space, leveraging email communication and live relationship roundtables to engage the entrepreneurs and businesses with key education decision makers.

As an innovative entrepreneur, Josh boasts 20+ years of experience in education where he has demonstrated proven success founding and expanding several educational tutoring and enrichment companies while serving hundreds of thousands of students. Through it all, Josh has learned that relationship nurturing is paramount to the success of an education company. He has assembled a team of passionate, like minded individuals who are all on a mission to help fellow education entrepreneurs make an immediate, positive impact on their personal and professional lives by helping them develop the skills they need to become leaders and grow their businesses.

Born and raised in Washington, D.C Josh and his family recently moved to San Miguel de Allende, Mexico (for now), a small colonial town in the middle of the country. He is also the co-host of Breaking The Grade, a thought-provoking podcast that follows entrepreneurs as they transform learning and advance equity and impact in the global education space.

## SUGGESTED TOPICS :

- Nurturing long term relationships of vital decision makers in the educational space
- Establishing yourself as a thought leader in the education space
- Getting noticed by education professionals and investors
- Focusing on Innovation to help you get your foot in the door and increase your sales.
- Making your edtech company and products essential to the educators that use them

## CONNECT WITH JOSH:

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## SUGGESTED QUESTIONS:

- What are the keys to turning a school department lead into a long term, trusted professional relationship?
- What are the best ways to get your email read by the decision makers you need to connect with?
- What are the best ways to reach, relate to, and sell to decision-makers in schools?
- What are the most effective ways to get noticed by education professionals and investors?
- How can an edtech company help themselves to stand out in the crowd and get noticed by education professionals and investors?



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