



JOSH CHERNIKOFF

Josh Chernikoff is an innovative entrepreneur, advisor, and strategist with 20+ years of experience in education, broadcast journalism, sales, marketing, and communications. Across his experiences, he has demonstrated proven success founding, growing and successfully exiting a tutoring company and an afterschool aftercare company - all while serving hundreds of thousands of students. Josh can translate strong skills in leadership, communications, marketing, and sales to mobilize high-performing teams, build and maintain stakeholder relationships, and pioneer growth-facilitating opportunities. His newest company, Cascade Communications, combines all the things he has learned and "broken" through. Cascade Communications works with businesses in the education space to grow not only the businesses they work with, but the founders and CEOs of these companies as well. They do this using their many tools and trusted relationships in the space, as well as leveraging a one of a kind list of over 160k thought leaders in the education world. Josh's motto is that all business owners and entrepreneurs have "broken" themselves or their industry in some way, and that building, breaking and rebuilding is the key to success. You can't make it, until you break it. He is the host of his own podcast "How I Broke That". Originally born and raised in Washington, D.C Josh and his family recently moved to (for now) San Miguel de Allende, Mexico, a small colonial town in the middle of the country.

SUGGESTED TOPICS :

- Educational Technology (Ed Tech)
- Education Entrepreneurship and Building A Business in Education
- Selling to Schools
- Business Breakage (Losses), and How To Recover
- Why Bad Things Sometimes To Have To Happen In Business

SUGGESTED QUESTIONS:

- How Hard is it To Get A Foot (Or An Email) In The Door To Speak To Decision-makers in Schools
- What Are The Best Ways To Reach, Relate To And Sell To Decision-makers in Schools
- What Are The Challenges and Benefits Of Education Entrepreneurship
- What is Good Breakage in Business? What is Bad Breakage?
- How Do You Establish Yourself As A Thought Leader In The Education Space

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