

# JACK GERSHAW

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## OBJECTIVE

I am a biochemist who worked in government contracting, and then went to **business and public policy graduate school**. I have recently been working with several social ventures on matters of funding, marketing and volunteer organization.

## EDUCATION

**Carnegie Mellon University**, Pittsburgh, PA Jan 2010  
Masters in Public Policy Management

**The University of Texas at Austin**, Austin, TX Jan 2006  
Bachelors in Biochemistry

## WORK EXPERIENCE

**Waffle Shop**, Pittsburgh, PA Jan 2010 - Present  
Promotions Marketing Manager

- Promotions lead for experimental performing arts venue and restaurant

**The Sprout Fund**, Pittsburgh Jan 2010  
Social Venture Intern

- Programmatic design for creating a venture arm for seed grant-making organization.

**Illuminate Ventures**, Menlo Park, CA Jun 2009 - Sep 2009  
Intern

- Worked directly with Founding Managing Director to conduct research on the investor opportunity gap among female entrepreneurs in high-technology

**Abbott Laboratories**, Austin, TX May 2009 - Jul 2009  
Management Development Program

- Developed and implemented data report system for tracking national, annual Retail sales investments of \$6M+
- Evaluated and provided project recommendations for sales strategy re-launch
- Attended Sales Force training and accompanied Retail Sales Specialist on field sales ride
- Conducted national market share analysis, concluding ineffectiveness of sales promotion

**Signature Science LLC**, Austin, TX May 2006 - Dec 2007  
Associate

- Analytical lead for contract bid - modeled studies and coordinated team building efforts across three national research institutions
- Upon completion of research, wrote and presented white paper and preliminary findings to government client (DARPA), resulting in contract for \$2.5 million/year
- Led quality assurance/quality control efforts for forensic product development
- Awards - Two company Spot Awards; 2007 Partner In Industry Award

## ACADEMIC PROJECTS

**Allegheny General Hospital**, Pittsburgh, PA Aug 2009 - Nov 2009  
Lead Requirements Analyst

- Led team of three to gather requirements to enable the Neurosurgery department to use their risk management software to capture data related to neurosurgery medical errors which can be analyzed and integrated with the Electronic Medical Record (EMR) system to be deployed at the hospital

**Monongahela Valley Hospital**, Pittsburgh, PA Jan 2009 - Mar 2009  
Process Organizer

- Co-led a team of 5 to design and implement a data warehouse that contains all of the clinical and financial data needed to report on physician performance based on quality measures
- Contributed healthcare domain knowledge to accommodate data collection using a variety of input sources

## SKILLS

**Technologies** SPSS (statistics), Microsoft Access (database), MS office, MailChimp (email marketing), Unbounce (A/B testing), Adobe Illustrator (design)

**Language Skills** Spanish (Fluent), French (Basic), German (Basic)