

Contact

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(LinkedIn)

Top Skills

Public Speaking

CRM

Business Process Improvement

Certifications

Using Data Science to Hire
Employees

Jeffrey Berk

COO, Adjunct Professor
Greater Chicago Area

Summary

Current co-founder and COO of a software analytics technology company

Sr. Leader in the building of core operational processes for a mobile app start-up

Sr. Leader in the start up through acquisition of a successful cloud-based analytic technology

C-Level experience in building sustainable operations to support business growth

Deep expertise in leading finance, accounting, sales, marketing, HR, client service, and product teams

Author, consultant, adjunct professor, facilitator

Entrepreneurial experience working for a start up and creating business ventures

Strategic and process improvement oriented in supply chain, CRM, HR, finance, and IT

Experienced across multiple industries

International work experience in North America, Europe and Asia

Experience

Performativ

COO

September 2015 - Present (7 years 2 months)

Chicago

Co-founder and member of leadership team

Create and maintain operating model / business plan

Implement initial company setup and operational structure

Oversee finance and accounting functions

Oversee human resources, benefits and payroll functions

Collaborate with CTO on software design concepts, functionality and testing

Lead content and strategic marketing initiatives, collateral and programs

Architect software product framework, methodologies and taxonomies

Author company values and culture concepts

Lead business development and market segmentation efforts
Lead direct and indirect sales efforts, operations, and processes
Conduct presentations and demonstrations of software and business strategy
Responsible for establishing cost and pricing models for software subscription
Manage and maintain internal control and risk management infrastructure
Manage relationships with financial, accounting, legal and other services firms
Review, finalize and sign master service agreements and statement of work documents
Participate or lead strategic initiatives, alliances and partnerships
Design and manage revenue, expense and cash flow models
Lead vendor relationship management monitoring and measurement
Oversee business processes, policies and procedures to ensure they function as designed

Loyola, NIU, UIC, IIT, Northwestern, Quantic, Olivet
Adjunct Professor, MBA Advisor
August 2001 - Present (21 years 3 months)
Chicago, IL

Created various graduate level courses in operations, entrepreneurship and analytics.
Teach in MBA and Executive programs at multiple universities.
Authored a book on process improvement that is used in graduate operations courses.
Co-authored two books on human capital analytics in conjunction with software startup role.
MBA Advisor for entrepreneurial projects and accounting projects.

FeedGap
Managing Director
September 2019 - Present (3 years 2 months)

Founder of FeedGap, a reverse survey tool technology company
Provide leadership and management of organizational strategy
Oversee day-to-day operations (finance, product, marketing, sales)

ProcessPractices
Founder & General Manager
January 2004 - Present (18 years 10 months)
Chicago, Illinois, United States

Created /teach workshop on process improvement taught to thousands worldwide.

Developed and managed a technology to allow professionals to share operating practices.

Tool garnered thousands of users reading and sharing process oriented work practices.

Authored best practice and risk management content in HR, CRM, IT, Finance and Supply Chain.

dscout

Chief Operating Officer

September 2014 - December 2015 (1 year 4 months)

Chicago, IL

Member of leadership team reporting to CEO/Founder

Create and maintain operating model / business plan

Manage CRM systems, sales process and sales pipeline

Oversee finance and accounting functions

Oversee human resources, recruiting and talent management functions

Responsible for implementing and growing managed service subscription technology business

Manage and maintain internal control and risk management infrastructure

Manage relationships with financial, accounting, legal and other services firms

Review, finalize and sign master service agreements and statement of work documents

Participate or lead strategic initiatives (ex. pricing change)

Interface with Board of Directors on regular basis

Design and manage revenue, expense and cash flow models.

Active participation in business development and marketing functions

Oversee business processes, policies and procedures to ensure they function as designed

KnowledgeAdvisors

Chief Operating Officer

February 2001 - December 2014 (13 years 11 months)

Chicago, IL

Leader in start up through acquisition of a technology company returning 7x value to shareholders

Managed significant elements of due diligence process during CEB acquisition

Functional architect of a world-class cloud-based talent analytic technology

Recognized author and thought leader for human capital and talent measurement and analytics

Built organization's operational processes to scale to millions in revenue and over 100 employees

Designed profitability models to understand solution margins, cost structures and price points

Authored organization internal policies including employee handbook and variable comp plans

Created Client Success/dedicated account team implementation and services model

Managed the strategic linkage between sales, product, technology and operations

Senior advisor to strategic clients in multiple industries

Responsible for international expansions in Europe and Asia

Led direct sales efforts, negotiations, solutions architecture with prospects

Built the solutions engineering team and process enablement functions

Developed and led marketing team with diverse media offerings

Governed cloud-based technology security, privacy and scalability protocols

Senior leader in strategic product marketing efforts

Product evangelist writing and speaking on strategic topics

Managed SMB sales team and lead generation efforts resulting in over 10,000 direct leads per year

Created company's consulting practice, hiring team, developing products and executing projects

Ran highly effective technology implementation team with client retention of 95%

Arthur Andersen Business Consulting
Manager, Benchmarking Services
June 1996 - February 2001 (4 years 9 months)
Chicago, IL

Managed a staff of ten technical and functional professionals in their day-to-day projects.

Initiated, developed and closed business development opportunities with top tier clients.

Managed and built relationships with C level professionals at top tier clients.

Architected and managed strategy, change management and business process improvement projects

Arthur Andersen & Co.
Senior Auditor
May 1993 - June 1996 (3 years 2 months)

Kansas City, Missouri

Senior financial auditor managing financial statement audits.

Worked in multiple industries including government, healthcare, manufacturing and retail.

Worked on special projects such as business process reviews, post audit reviews, 5500 preparations

Education

The University of Chicago - Booth School of Business
MBA, Marketing, Entrepreneurship · (1998 - 2000)

University of Kansas

Bachelor's Degree, Business and Accounting · (1989 - 1993)