

See a full list of work experiences, publications and certifications on [LinkedIn](#)

# Jessi Roesch

## LEADERSHIP EXPERIENCE

- Founder | Downland – January 2022 to present** • Conduct over 50 customer discovery calls in two weeks, develop business & financial models and go-to-market strategy
- Secure industry-leading advisory team, over \$60k in pre-sales, 15 landowner LOIs and launch crowdfund
  - Conduct site visits and soil sampling to assess site viability for Central Texas operations

**Entrepreneur in Residence | Antler – October 2023 to December 2023**

- Selected from less than 3% of applicants to ideate on business ideas during Antler's 0-1 founder residency program with a focus on climate, sustainability and regenerative agriculture
- Conduct over 50 customer discovery calls in two weeks, develop business & financial models and go-to-market strategy

**Head of Product & Strategy | LeasePoint Funding Group – January 2022 to July 2023**

- Serving as an executive team member, scale operations, credit analyst, customer service to support [379.2% YoY growth](#) and recognized as [number 180 on the Inc. 5000](#)
- Develop the strategy and vision for SaaS and services product offerings, including product roadmaps, and deploy resources for timely delivery of new features and revenue streams

**Vice President, Strategic Initiatives | Spruce – May 2021 to November 2021**

- Serve as a member of Spruce's executive team, executing future-looking growth initiatives
- Complete the post-acquisition integration of [Spruce's first target](#) company in less than 90 days, migrating 84% of legacy customers, growing service volume 14%, retaining 100% of revenue, and decreasing costs by 32%
- Launch Spruce's affiliate program, contracting its first [cohort of paid referral](#) partnerships

**Vice President, Operations | Spruce – August 2020 to May 2021**

- Serve as a member of Spruce's executive team, expanding its Operations functions, including Customer Service, Sales Development, Client Success and Accounting to absorb 130% YoY growth.
- Absorb and expand Client Success capabilities to include a support model for day-to-day client interactions at 42% cost reduction
- Mature Spruce's Sales Development function staffing a full-time team, sourcing a diverse pipeline of suppliers representing 50% women-owned and 24% BIPOC-owned local businesses, and supporting supply needs for [10 new market launches](#).

**Senior Director, Operations | Spruce – August 2019 to August 2020**

- Serve as member of Spruce's executive team, leading the Operations team performing sales operations, customer service, supplier account management, business intelligence, and compliance management functions.
- Implement a variety of Spruce's business facing systems, including business intelligence tooling in Looker and supporting data models, Salesforce and billing automation flows via Workato, email CRM via Groove and Talkdesk VOIP.
- Transform the structure of customer service to accommodate a flexible, part-time model that scales efficiently with business needs.
- Support [operational changes](#) in response to the COVID-19 pandemic to retain customers and uphold increased safety standards.

**Business Operations Manager | Degreed – March 2018 to June 2019**

- Launch and grow portfolio of skill measurement product offerings from \$0 to \$1.5M through tight partnership through cross-functional coordination of sales, product, technology, operations, implementation and client support teams.
- Write and publish thought leadership on credentialing, [talent management](#), [internal mobility](#) and related topics to clients and prospects throughout the relationship lifecycle. Use market research to vet strategic partnerships and acquisition targets.
- Consult top clients on incorporating best practices and research into real strategies, and enable our global sales team to do the same. Evolve our go-to-market strategy while maintaining operational rigor around contract structure, pricing, profitability and P&L management.

**Software Sales Operations Leader for the Americas | General Electric – July 2017 to March 2018**

- Build and lead a growing team across international sites providing quotes, renewals, licensing maintenance, customer service, order entry and administrative sales support for GE Digital software sales and

- Executive Leadership
- Product Management
- Technical Implementation
- Go-to-Market Strategy
- Client Success
- Sales Operations
- Marketplace Sourcing
- Project Management
- Vendor Management
- Employee Hiring & Coaching

## EDUCATION & COURSES

**Bachelor's of Arts in Strategic Communication | 2007- 2011**  
Miami University  
Oxford, OH  
University Honors with Distinction, Cum Laude

**Authentic Leadership Journey October 2016**  
GE Crotonville  
Ossining, NY

**Leading Complex Projects November 2021**  
IDEO U  
San Francisco, CA

**Learning for Action Climate Fellowship | Oct. 2023-Jan. 2024**  
Terra.do  
Stanford, CA

## PUBLICATIONS

**The Innovator's Guide to Emerging Skills**  
Degreed  
January 2019

**Voice of the Learner Report**  
Digital Learning Consortium  
October 2018

## CERTIFICATIONS

**CrossFit Level 2 Trainer | 2023**  
CrossFit  
Georgetown, TX

**Level 6 Consulting, Level 5 Presenting, Level 5 Change Management | 2018**  
Degreed  
San Francisco, CA

**CrossFit Level 1 Trainer | 2018**  
CrossFit  
Scotts Valley, CA