

# Jordan Marshall

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## SUMMARY

Strategy consultant and founder with ~4 years at Mastercard. Led partnership strategy, GTM, and product-adjacent work across the payments ecosystem (issuers, acquirers, processors, and fintechs). Outside of Mastercard, built and launched workflow products end-to-end, generating \$100K+ in cumulative revenue.

## PROFESSIONAL EXPERIENCE

### Mastercard Consultant

2022 - Present

- Co-led a Joint Value Initiative with a top national bank; led 6 associates to size embedded finance and supplier enablement opportunities in commercial payments
- Built an issuer + aggregator partnership model for healthcare commercial payments; designed incentive structures that increased cardable volume ~20% YoY

### Bell Graduate Leadership Program

2021

- Won cohort presentation and received a return offer after presenting a recommendation to strengthen remote sales culture through engagement strategies (e.g., competition gamification)

### Advanced Analytics and Research Labs Data Analyst

2019 - 2021

- Supported delivery of a real-time KPI “single source of truth” dashboard for a top-5 automaker; helped consolidate data from 5 siloed systems into a proprietary executive dashboard to reduce manual KPI reporting

## PROJECTS

### Koda Co-Founder

2025 - Present

- Interviewed 14 consultants; identified slide reformatting as a recurring 2–6 hours/week pain; scoped an MVP and demo that converted ~80% of interviewees into beta users

### Insightflo Co-Founder

2025 - Present

- Built a multimodal interview copilot that suggests follow-ups and structures notes in real time; reduced filler/leading questions ~50% in testing and reached ~30 weekly active users

### Deltajump Co-Founder

2024 - 2025

- Built an automated A/B testing service for e-commerce conversion optimization; onboarded 20 clients across 4 cohorts and reached ~\$8K MRR within the first year

### Jobloft Founder

2024 - 2024

- In a 4-week pilot (n=35), cut time-to-apply by ~8 minutes per application and enabled ~60% of matched roles to be applied to within 2 minutes; paused to focus on higher-alignment projects

## EDUCATION

### Ivey Business School Honors Business Administration (HBA)

- Graduated Dean's List with Distinction
- President, Ivey Fintech Club (200+ members); Ivey Technology Club Mentor; Western Investment Club; HBAA Orientation Leader
- Western Scholarship of Distinction