

Jordan Marshall

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SUMMARY

Jordan is a strategist and operator with over 4 years at Mastercard driving corporate strategy, GTM execution, and growth both internally and with clients across the broader payments ecosystem. Outside of Mastercard, he has built and launched 4 projects, generating over \$100K in cumulative revenue with over 80 users. He combines deep client-facing experience in enterprise payments with hands-on product development and sales.

PROFESSIONAL EXPERIENCE

Mastercard Consultant 2022 - Present

- Owned a 2030 consumer strategy engagement for a top national bank where Mastercard trust was declining; led behavioral science, consumer surveys, expert interviews, and market sizing, culminating in an executive workshop for 12 senior leaders; generated an on-the-spot follow-on engagement and multiple additional projects; client called it “the best external team we have ever worked with”
- Managed a key workstream for a top national bank’s Joint Value Initiative, evaluating mid-market and above commercial payments strategy on a 2-month timeline; sized strategies for supplier enablement, offering construct, and pricing optimization; initiative estimated to lift commercial GDV roughly 35% over 3 years; set up a successful dual-issuer RFP with Mastercard; client left a 10/10 satisfaction score

Bell Graduate Leadership Program 2021

- Won cohort presentation and received a return offer after recommending strategies to strengthen remote sales culture through sales communities, escalation threads, and gamification

Advanced Analytics and Research Labs Data Analyst 2019 - 2021

- Delivered a real-time KPI dashboard for a top-5 automaker; consolidated data from 5 siloed systems into a single executive view, reducing manual reporting

PROJECTS

Koda Co-Founder 2025 - Present

- Conducted 14 discovery interviews with consultants; identified slide reformatting as a recurring 2–6 hours per week pain point; scoped an MVP that converted roughly 80% of interviewees into beta users

Insightflo Co-Founder 2025 - Present

- Developed a multimodal interview copilot that suggests follow-ups and structures notes in real time; reduced filler and leading questions by roughly 50% in testing; reached about 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, reaching roughly \$8K MRR in the first year

Jobloft Founder 2024 - 2024

- Piloted with 35 users over 4 weeks, cutting time-to-apply by roughly 8 minutes; about 60% of matched roles were submitted within 2 minutes of posting

EDUCATION

Ivey Business School Honors Business Administration (HBA)

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