

JAY STANDISH

PROFILE

Entrepreneur and executive with a background in real estate.
Founded co-living company running for 9+ years with \$70M in AUM.
Experience building teams, raising capital and developing product.
Built + run complex operations with automations, SOP's, etc.
Culture-builder with 9+ years in heavy community management.

CONTACT

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SELECT WORK EXPERIENCE

CONSULTANT, SMALL BUSINESS OPERATIONS

Independent | March '23 - present

I work with clients to improve day-to-day operations. I have primarily worked in the impact investment space, helping investors professionalize their processes, as well as in a bizdev capacity to raise capital for startups. Clients include a family office, a real estate manager, a technology nonprofit and a pre-fab housing startup.

CO-AUTHOR, BOOK: "ASSETS IN COMMON"

Infrastructure for Shared Ownership | Sep '23 - Jul '23

As one of two lead researchers and authors, I co-wrote a book of case studies and analysis on steward ownership, business model innovation, small business holding companies and legal and financial structures to forward an impactful economy. Book site: www.assetsincommon.org

CO-FOUNDER + CHIEF PRODUCT OFFICER

OpenDoor Coliving | July 2013 - March 2023 (9+ years)

OpenDoor was a pioneering real estate platform that financed and operated co-living apartments. As one of two co-founders, my role was expansive and included raising capital, designing resident experience and developing tech-enabled operations, marketing and tenant interface tools. We grew to 19 properties across 3 states totaling over 400 units and \$70M in AUM.

Capital & Investor Relations:

- Raised \$8M dollars from HNW, family offices, and banks
- Structured joint ventures for purchase and development of two real estate projects
- Managed 20+ investors for 19 properties via monthly reports and calls totaling \$70M in AUM

Product + Marketing

- Established real-world proof-of-concept via 2 test properties: both 100% occupied in 2mo
- Iterated physical layout and resident experience playbook, increasing avg. yields 100bps
- Deployed marketing + sales funnel with custom automations improving conversion rates 52%
- Uniformed our services & policies to reduce sales staff time-per-close by roughly a third

Operations:

- Built a tech-enabled operation for all business functions integrating 3rd party tools
- Occupancy rate of 99% pre-pandemic, 94% post-pandemic despite major headwinds
- Hired and managed a remote team of 10 across 3 markets, establishing detailed SOP's
- Grew units under management 2X during the pandemic and grew staff headcount 40%

COMMUNICATION DESIGNER

Accenture | Solutions IQ | Oct 2011 - Sep 2013

I designed visual teaching tools to relay concepts of **Agile product development**. My main account was at **AT&T**. I became a certified Scrum Master and Product Owner in this role.

CO-FOUNDER

Impact HUB Seattle | Apr 2009 - Jan 2011

Impact Hub is global franchise of **coworking spaces** focused on **social entrepreneurship**. I sparked initial momentum and carried the concept through formative stages until I found a co-founder to helm the launch as I shifted focus to starting my MBA.

FREELANCE WEB + BRAND DEVELOPMENT

Seattle, WA | Sept 2008 - Jun 2013

Between undergrad and business school I **built websites** and designed **logos**, made style guides, wrote **copy** and established **social media** strategies for about 15 small businesses.

CO-FOUNDER

The Flaming Eggplant Cafe | Nov 2006 - Jun 2008

I started a **lunch cafe** on campus at college. I negotiated an exemption to Aramark's exclusivity contract, secured administration approval and **raised \$150k** from the student body. It's still running.

EDUCATION

MBA IN SUSTAINABLE SYSTEMS + DESIGN THINKING

Presidio Graduate School | 2011 - 2013

BA SUSTAINABLE ECONOMICS

Evergreen College | 2005 - 2008

Transferred from Reed College / 2004

WILDERNESS SEMSTER IN AUSTRALIA

National Outdoor Leadership School (NOLS) | 2004

75-day Expedition through uninhabited outback via foot and canoe.

PREP SCHOOL IN CONNECTICUT

The Hopkins School | New Haven, CT | Graduated 2003

I attended a rigorous day school founded in 1660.