

# SHERRY JONES

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## SENIOR LEADER IN EDUCATION

*Innovative leader with experience in student-centered higher education markets.*

Astute executive with 20 years of education experience that includes a track record of achieving revenue, profit, and growth objectives within highly complex start-up, turnaround, and rapidly changing organizations. Excels at devising and executing intricate, value-added strategies and initiatives that maximize ROI and positively impact the top and bottom line. Consistently adds value by providing focused, strategic leadership to execute difficult business challenges while effectively growing the business.

### CORE STRENGTHS

Operations Management | Academic Operations | Higher Education | Education Services  
Program Development and Portfolio Strategy | Leadership & Staff Development | Curriculum Development  
Multi-Campus | International Education | Accreditation |

### NOTABLE CAREER HIGHLIGHTS

- ✓ Empowering leader that has successfully built, developed, and oversaw teams of 2.5K+ employees along with P&L for businesses with \$1B+ in revenue.
- ✓ International experience that includes building, launching, and growing a new University in Australia from the ground up; rapidly expanded the business to Asia via organic international growth and acquisition.
- ✓ Revitalized and transformed a portfolio of education services companies for Xerox.

### CAREER PROGRESSION

GameStop – Technology Brands Division 2016–Present  
**COO**

Set overall vision, direction, and strategic initiatives for a division of GameStop. Oversaw \$1Billion+ P&L, strategic planning, portfolio management, and revenue and margin growth.

- Directly oversee multiple technology companies that provide a retail and business services.
- Mentor, motivate, and lead a high-performing management team; attract, recruit, and retain top talent and promote continuous professional development as a cornerstone for succession planning.
- Ensure future sales and profit growth by developing annual long-range profit and strategic plans.
- Establish and leverage effective, ongoing relationships with other executives, key stakeholders, staff, and internal and external constituents including consultants.
- Launched a transformative approach to training, created a learning organization, and accelerated time to competency for new hires.

XEROX 2014–2017  
**Group President, Education Services**

Set overall vision, direction, and strategic initiatives for Xerox's portfolio of Education Services. Oversaw \$400M+ P&L, strategic planning, portfolio management, and strategic partnerships/alliances. Managed M&A strategy for division.

**Continued...**

- Directly oversee 7 Education Services companies that provide outsourced services to over 400+ domestic Colleges & Universities.
- Revitalized vertical (education services) that was previously declining to growth.
- Institute and champion critical plans and programs to maintain and enhance market position in a highly competitive, regulated space.
- Ensure future sales and profit growth by developing annual long-range profit and strategic plans.

GLC SOLUTIONS 2011–2014

**Managing Director**

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Led start-up University in Australia and drove rapid expansion into Asia Pacific, Europe, and South America.

- Directed the development and execution of both curriculum development and marketing strategies for new University.
- Exceeded inaugural year enrollments by as much as 3Xs.
- Hired and trained all new administration and faculty for new University.

BEAM REACH EDUCATION 2009–2011

**Executive Director**

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Charged with managing new acquisitions and a newly established eLearning division. Served as Interim CMO and Vice President of Online. Established strong relationships, working directly with the Board of Directors.

- Executive Director of RSI (The Refrigeration School), the largest single-site HVAC training institution in the USA.
- Oversaw a facility renovation of \$3M.
- Launched a new, first-of-its-kind solar technician training program.
- Built acquisition pipeline and devised a strategic organic growth plan to launch a new online division.
- Drove down cost per enrollment through effective marketing strategies, and targeted marketing campaigns for the company; served as interim CMO for 9 months.

INDEPENDENCE UNIVERSITY 2004–2009

**VP of Operations & Dean**

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Oversaw daily operations, strategic planning, complex negotiations, and outsourced partnerships for a newly established online University.

- Elevated student satisfaction levels by more than 27% (from 65% to consistently over 92%).
- Conceptualized and launched an entirely new admissions department and infrastructure from the ground up.
- Provided strategic oversight in critical key dimensions that lead to the launch of new and continuing academic product offerings.
- Scaled the institution from 400 to 1,500 students.

SALT LAKE CITY / TOOELE APPLIED TECHNOLOGY COLLEGE 1999–2004

**Site Director, SLC/T ATC**

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Successfully negotiated both large and small-scale learning contracts with local businesses and Universities that increased revenue and profitability.

- Spearheaded and launched a unique, mutually beneficial partnership between local business and public institution of higher education.
- Secured three-year grant and ongoing funding for clinical laboratory science program.

- Drove efforts to ensure workforce training needs met future growth projections by proposing strategic recommendations to impact legislature in collaboration with local workforce council.

Early career history includes **Medical Technologist** at ARUP Laboratories and the American Red Cross.

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## EDUCATION

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UNIVERSITY OF UTAH  
**Professional Masters of Science & Technology, Emphasis Environmental Science**  
**Bachelor of Science, Medical Laboratory Science**

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## OTHER

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**2017 - Present: Board of Trustees and Treasurer for non-profit largest Waldorf K-8 school in the USA**

**2015 - Present: Chairman of the Board for Fine Mortuary College**

**2006 - 2011: Adjunct Faculty for University of Phoenix, Axia College and Salt Lake Community College**