



Raven Tukes

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Executive Profile

Senior entrepreneurial leader who is passionate about global economic empowerment for underrepresented youth, small businesses and career seekers. Expert in developing strategic partnerships and education strategies that have driven a total of \$12M in revenue within the non-profit startup, SaaS, EdTech, & higher education sectors. Ability to cultivate high-performing teams, and influence C-Suite stakeholders to make impactful organizational decisions. Skilled communicator who has a unique ability to build trust, inspire and motivate others. Proven ability to spearhead and manage complex partnerships, increase stakeholder collaboration and execute large-scale, global projects that drive organizational growth.

Areas of Expertise

- Partnership Development
- Revenue Generation & Grant Writing
- Change Management & Employee Engagement
- Key Performance Indicator (KPI) Management
- Workforce Development
- Diversity, Equity, Inclusion & Belonging
- Youth Education & Empowerment
- Career Pathways Development
- P&L Forecasting
- Research & Data Analysis
- Stakeholder Management
- Employer Recruitment & Nurturing
- Student Recruitment
- Instructional Design
- Digital Learning
- Global Expansion

Accomplishments & Key Highlights

- Developed portfolio of **200+ employer partnerships** with companies such as Microsoft, Thermo-Fisher, Google, Ernst-Young & Deloitte, which provided career pathways for **4000+ underrepresented undergraduate and graduate students**
- Spearheaded inaugural entrepreneurship incubator program for Auburn University students through collaborating with Auburn City Economic Development and Entrepreneurship Office & Harbert College of Business Entrepreneurship Program, which led to **12 students receiving total of \$24k** each for their early-stage start-ups.
- Selected to co-chair Shorelight's Employee Engagement Committee alongside **Shorelight COO, VP of HR, & VP of Communications** to develop employee engagement strategy to impact employee morale, inclusion, belonging, and career progression companywide
- Established partnership with HubSpot for Startups team and the Education Partner Program to expand HubSpot Academy's reach to over **500,000 small businesses and career seekers**, startups and universities around the world. .
- Designed and edited over **348 hours** of Entrepreneurial Leadership and Design Thinking instructional materials for the African Leadership Academy, a 2-year youth entrepreneurship program in South Africa, which were later copyrighted and sold to international schools across Europe and Africa; this increased African Leadership Academy's ancillary revenue by \$350K and established ALA's global brand as a forward-thinking, top-tier educational institution for burgeoning African leaders and entrepreneurs; **Taught 6-week entrepreneurial leadership course to 50 youth entrepreneurs** from Europe, Africa and Asia

Experience

HubSpot, HubSpot Academy, Boston, MA

Sep. 2020- Present

Manager, Global Education

- Established partnership with HubSpot for Startups and the HubSpot Education Partner Program to expand HubSpot Academy to new markets of startups and universities in Columbia, Germany, France, and Japan.
- Lead development and launch of education and experiences for HubSpot Academy, HubSpot's online learning platform for 500,000+ scaling businesses and career switchers all around the world by leading a team of 12 global educators
- Quadrupled team from 3 to 12 educators in one year after showcasing team's impact on customer dollar retention, annual recurring revenue and customer satisfaction scores in Japan, Germany, Colombia and France, while still managing to foster team inclusivity, belonging and morale during rapid scale and across 7 time zones.
- Awarded HubSpot strategic planning grant of \$2M by collaborating with, Director of Education, VP of Community, & I Marketing teams to present business case to expand HubSpot's education team
- Reduced budget overspend by \$500k+ by pinpointing operational inefficiencies and developing a scalable system for budget reporting and communications on a bi-weekly and monthly basis
- Improved operating model and educational development processes between HubSpot Academy leadership and global stakeholders by defining and implementing an efficient education development workflow across 15 stakeholders.
- Designed 7-week data analysis professional development series for HubSpot Academy management group, which up-skilled managers on how to showcase impact of their team's education to key stakeholders across HubSpot

Shorelight Education, Boston, MA

Apr. 2019- Sep. 2020

Director, Career Accelerator

- Designed, implemented, and oversaw international career education programs for over 4000+ career-seeking professionals while developing and managing strategic partnerships with companies across Tech, consulting, and biotechnology.
- Coached, motivated and managed a talented team of 10 career program managers who designed career education and placed undergraduate and graduate students in meaningful employment
- Trained 350+ global sales team members on Shorelight's new STEM degree programs, and career pathways opportunities for students in China, Taiwan, the Philippines, Indonesia, India, Kenya, Nigeria, and Colombia
- Collaborated with Engineering, Technology, Finance, and Global Operations team members to expand portfolio of career education products, which increased ancillary revenue by 15% (\$250k)
- Marketed and represented Career Accelerator professional programs at in-person and virtual student recruitment events in China, Vietnam, Kenya, Nigeria, and Indonesia
- Co-chaired Employee Engagement Committee alongside COO, VP of Communications, and VP of HR to develop, map and execute company-wide employee engagement plan that engaged employees and mapped out career progression tracks.

Program Manager, Career Accelerator

Oct. 2017- Apr. 2019

- Spearheaded inaugural entrepreneurship incubator program for burgeoning international entrepreneurs through collaborating with Auburn City Economic Development and Entrepreneurship Office & Harbert College of Business Entrepreneurship Program
- Developed program content, curriculum, and pre and post skills-assessments to determine program impact
- Instructed two in-person graduate-level professional & career development courses for over 400 graduate students

Harvard Professional Programs in Education, Cambridge, MA

Jul. 2018-Apr. 2019

Lead Program Manager

- Managed Harvard Graduate School of Education's online executive education & certification program which trained 150+ C-suite education leaders from around the world, equivalent to \$7.5M of annual revenue
- Supervised, led, and trained team of 7 C-suite education administrators and higher education professionals to deliver online learning experience to participants
- Enhanced digital user experience through collaborating with Harvard faculty, deans, provosts, engineering and technology teams to redesign existing LMS, which resulted in revamping the module interface, updating content, and streamlining curriculum over 4 additional executive education modules
- Designed assessments and feedback loops to consistently evaluate user experiences, learning outcomes and industry impact

Online Learning Facilitator

Aug. 2017-Jul. 2018

- Coached over 150 international education leaders in "Leading Learning" module which taught concepts on organizational change, employee engagement, adult learning principles and Design Thinking

Harvard University Teacher Exchange, Cambridge, MA

Nov. 2016- Aug. 2017

Education Partnerships & Program Manager

- Established partnership between Harvard Graduate School of Education, Harvard University non-profit coalition, and Harvard to expand program to Boston educators and ESL instructors in Taiwan, China and Vietnam
- Designed teacher education program curriculum from inception to completion, coordinated all program logistics, and recruited 40 program volunteers to administer program

Beijing Jilai Law Firm, Beijing, CN
Business Consultant

Dec. 2015- Nov. 2016

- Delivered educational trainings which taught business protocols for sourcing, developing and maintaining relationships with international clientele, which diversified firm's client portfolio and led to a total of \$2M in additional revenue
- Evaluated and improved firm's translation services of corporate contracts, which closed 3x more deals from 2015 to 2016
- Facilitated and translated contracts and negotiations between Chinese attorneys and U.S. firms prior to litigation

Fulbright Foundation for Scholarly Exchange, Beijing, CN
Instructor

Dec. 2015- Nov. 2016

- Developed gender equality and English language curriculum in accordance with Taiwan's Ministry of Education cultural exchange framework
- Jumpstarted international exchange program with Taiwanese and American elementary school and instructed personal statement writing workshops for 40 Kinmen University undergraduate students
- Authored English language novel for Taiwanese adolescents which was published by the Fulbright Foundation for Scholarly Exchange

African Leadership Academy, Johannesburg, SA
Curriculum Developer & Global Scholars Educator

Nov. 2014-May 2015

- Edited 200+ Entrepreneurial Leadership and Design Thinking instructional content and materials which were copyrighted and sold to international schools, globally, increasing ALA's ancillary revenue by \$350K and establishing ALA's global brand as a forward-thinking, top-tier educational institution for burgeoning African leaders and entrepreneurs
- Taught and led youth cohort of 50 youth entrepreneur scholars from Europe, Africa and Asia different countries through experiential learning projects, design thinking courses, and entrepreneurial leadership activities
- Deepened scholars' intellectual understanding of 21st century global competencies, international development in Africa, economic empowerment, and ethical leadership as it pertained to their respective countries and the African continent
- Advised scholars' consulting project alongside McKinsey & Company peers which served Soweto's largest HIV/AIDS education non-profit for orphaned minors, and later won the Academy's Design Award

Education

Harvard University Graduate School of Education (HGSE), Cambridge, MA

Ed.M., International Education Policy

Awards & Recognition: Harvard Kennedy School International Affairs Ambassador & HGSE Equity & Inclusion Fellow

College of the Holy Cross, Worcester, MA

B.A., Chinese Language & Education Studies, Cum Laude

Awards & Recognition: Bill and Melinda Gates Millennium Scholar, Fulbright Taiwan Scholar, Presidential Scholar, Princeton Public Policy and International Affairs Fellow & Multicultural Peer Educator

International Experience: Beijing Institute of Education, 北京教育学院, Beijing University 北京大学, Belize Teaching Fellow

Additional Experience

The Art of Applying, Boston, MA
Coach & Consultant

Oct. 2017-Present

- Achieved 100% client success rate in admission to Ivy League universities like Harvard, Yale, Princeton, etc. through delivering rigorous application coaching and personal statement editing
- Secured \$1M in full-tuition scholarships, grants and fellowships for clients through examining clients' strengths, crafting compelling personal branding narratives for clients and matching clients to relevant funding opportunities