

# JAY STANDISH

## PROFILE

Entrepreneur and executive with a background in tech and real estate.  
Founded co-living company running for 9+ years with \$70M in AUM.  
Experience building teams, raising capital and developing product.  
Technical background in Agile, front-end UX/UI and integrations.  
Culture-builder with 9+ years in heavy community management.

## SELECT WORK EXPERIENCE

### CO-FOUNDER + CHIEF PRODUCT OFFICER

#### OpenDoor Coliving | July 2013 - present

OpenDoor is a pioneering real estate platform that finances and operates co-living apartments. As one of two co-founders, my role is broad but has included raising capital, designing resident experience and developing tech-enabled operations, marketing and tenant interface tools. To date we have **19 properties** across **3 markets** totaling over **400 units** and **\$70M in AUM**.

#### Capital & Investor Relations:

- Raised \$6M 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
- Grew units under management 2X during the pandemic and growing 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.

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## 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.*