

JASON GOMORY

CHIEF OF STAFF | STRATEGY & OPERATIONS LEADER

CONTACT

Holland, MI
239.272.8187
jason.gomory@gmail.com

CORE STRENGTHS

- Chief of Staff to the President
- Strategy & Planning
- Organizational Design
- Executive Operating Cadence
- Change Management
- Board Relations
- P&L & Budget Stewardship
- Data & Analytics

EDUCATION

Hope College • May 2019
B.A. Business; Minor, Organizational Leadership

Dean's List (7 semesters)
Peter Bol Award for Student Leadership
Allan C. Kinney Memorial Economics & Business Award
Greek Leadership Award

EARLY EXPERIENCE

Strategic Marketing Intern

Steelcase, Inc. — 2018

Student Body President

Hope College, 2017–2019 — chaired a 50-person congress; oversaw a \$500K activity fund across 70+ student organizations

SUMMARY

Chief of staff and strategy leader who acts as a force multiplier to an executive, turning ambiguous, cross-functional priorities into clear plans and measurable results. Steward of a \$120M operating budget and architect of an enterprise strategy adopted by the board, with a track record of rebuilding organizations and driving revenue growth. Builds the operating systems, decision cadences, and executive teams that help leaders decide faster and execute better.

EXPERIENCE

Hope College — Holland, MI • private college, \$120M operating budget

Chief of Staff — Director, Office of the President & Strategy

Jul 2024 - Present

- Serve as chief of staff to the President; steward a \$120M operating budget alongside the leadership team, run a \$2M office, and directly supervise the Director of Public Affairs & Marketing, the Strategic Plan Designer, and executive support
- Led an 18-month enterprise strategic planning effort end to end, from prototype to Board adoption of *Dare to Hope: Strategic Plan 2030* — 3 pillars and 15 initiatives over a 5-year horizon — engaging every division and stakeholder groups spanning staff, leadership, the board, and external partners
- Redesigned the executive leadership team and its operating system — meeting cadence, communication flows, and biannual offsites — strengthening trust, alignment, and decision-making speed across the executive team

Special Assistant to the President & Board of Trustees

Aug 2022 - Jul 2024

- Built the operating foundation of the President's Office — communication flows, correspondence protocols, and strategic calendar management — protecting executive time and keeping priorities and decisions moving efficiently
- Staffed and advised a 25-member Board of Trustees; strengthened governance with a new trustee handbook and "ideal trustee" profile, upgraded board-management software for materials and voting, and led new-director onboarding and officer transitions
- Served as point person for Hope Forward, a first-of-its-kind donor-funded model that fully funds student tuition as a gift; helped design the selection process and was a founding board member, working at the intersection of admissions, marketing, and philanthropy

Project & Communications Manager, Enrollment Management

Jan 2020 - Aug 2022

- Recruited by an incoming VP to lead a ground-up redesign of the org structure, decision-making, and operations of the team owning tuition revenue — delivering a record incoming class of 1,000 first-year students, up roughly 30% from the historical 750–800
- Built an admissions engine that has sustained enrollment and grown net tuition revenue for five consecutive years — a rarity in the sector
- Contributed to the Slate CRM implementation and built a lifecycle dashboard tracking every prospect by feeder school and demographic, enabling data-driven recruiting decisions
- Launched a new brand and integrated marketing campaign across email, web, print, and events; executed annual multi-channel campaigns reaching 50K+ prospects
- Managed a \$4M people-and-operations budget and built a student intern program spanning recruiting and operations