

EDUCATION

MBA, Rollins College Crummer Graduate School of Business, May 2010.

Dual-Concentration: Entrepreneurship, Marketing

BBA, University of North Florida, May 2008. Graduated with Honors.

Double Major: Economics and Finance (Investment Track)

CERTIFICATIONS

PMP® (Project Management Professional)

Project Management Institute

PMI-ACP® (Agile Certified Practitioner)

Project Management Institute

CBAP® (Certified Business Analysis Professional)

International Institute of Business Analysis

IIBA®-AAC (Agile Analysis Certification)

International Institute of Business Analysis

Private Pilot (ASEL) • Instrument Rated

Federal Aviation Administration

EXECUTIVE EXPERIENCE

Pluralsight

Learn More: caseyayers.com/pluralsight

Executive Instructor

October 2014-Present

Pluralsight is the global leader in workforce skill development, serving learners at 70% of the Fortune 500 in 180 countries worldwide.

- ◆ Creator of 106+ courses encompassing >130 hours of content preparing learners for the PMP, Project+, PMI-ACP, ICAgile, PMI-PBA, CBAP, CCBA, ECBA, and IIBA-AAC project management and business analysis certifications
- ◆ ~1,000,000 learners to date (127,000 in 2023) have taken my courses in preparation for certification exams or to sharpen their advanced business skills
- ◆ Responsible for more than **\$5 million** in attributable annual revenue across published courses
- ◆ Managed the creation of many certification series, aligning scope with certification requirements and classifying all objectives to be covered by both my courses and those of collaborating authors
- ◆ Regularly host live and remote training sessions with enterprise clients including BNY Mellon, Cardinal Health, Chubb, Cigna, Invesco, KPMG, UPS, Rakuten, Sherwin Williams, Slalom, and governmental entities including the FBI and the US Army
- ◆ Repeatedly featured as a speaker at **Pluralsight Live**, the skills conference headlined by Malala Yousafzai, Michelle Obama, and other education and technology leaders and luminaries

Pharm-EZ Medical

Learn More: caseyayers.com/pharmez

Chief Operating Officer

October 2010-October 2013

I served as COO of this startup pharmacy serving ophthalmology patients throughout Florida.

I was responsible for many tasks & projects prior to the company's acquisition, including:

- ◆ Overseeing the daily operations of a company growing revenue by a **weekly** average of **12.5%**, up to an annualized rate in excess of **\$2.5 million** at the time of its acquisition while managing staff
- ◆ Developing and implementing the company's product lineup, including **EZ-Kit**, the company's flagship product that combined all medications, accessories and educational materials needed for pre/post-op care for procedures like cataract surgery and to treat chronic conditions like glaucoma
- ◆ Evaluating, selecting and deploying the company's technological platforms, including all standard pharmacy hardware and software, other computing and mobile equipment, phone/fax/networking structure, etc and designing custom internally used software and Pharm-EZ's online storefront
- ◆ Developing the company's business plan, including its financial pro formas, leading to **>\$550,000** in investments by angel investors prior to the company's acquisition, ensuring access to the capital necessary for the company to achieve its vision

ENTREPRENEURIAL EXPERIENCE

PointsAway

Learn More: caseyayers.com/pointsaway

Author • Managing Editor

August 2013-August 2017

I founded PointsAway, a travel and leisure brand focused on helping readers maximize the value of frequent flyer programs to bring exceptional travel experiences into reach.

- ✦ Reached thousands of recurring monthly readers through PointsAway.com's online content
- ✦ Featured by First Coast News, ABC & NBC's Jacksonville, Fla. affiliate, in an Emmy-winning segment; published in Void Magazine; provided analysis as an industry expert for a variety of travel and personal finance publications
- ✦ Published **PointsAway: The Definitive Guide to Free Flights & Nights Worldwide**, a 330 page guide to hotel and frequent flyer programs, as well as an expanded second edition. At launch, PointsAway was the **#2 Travel Book On iTunes** in the United States and a top-ranking travel book on Amazon's Kindle Platform

MegatonApps

Learn More: caseyayers.com/megatonapps

President • Managing Director

February 2009-May 2013

I co-founded MegatonApps, which developed iOS apps for public release and on a contract basis. I was directly responsible for business development, marketing, UI/UX design, and managing our team of product designers and programmers. The company's major projects included:

- ✦ **Conceptual prototypes** developed for The Walt Disney Company, the Jacksonville Jaguars, MGM Resorts and Caesars Entertainment
- ✦ **The Industry**, a digital magazine dedicated to long-form coverage of the video game industry
- ✦ **Multitaskers**, a suite of productivity tools released for iPad shortly after the tablet's launch
- ✦ **Easyminder**, a location-based productivity app for iPhone
- ✦ The Industry, Multitaskers, and Easyminder were each featured as **New & Noteworthy** apps by Apple.

Made In Duval

Learn More: caseyayers.com/madeinduval

Product Design Lead

March 2011-October 2013

I co-founded Made In Duval, a product design and prototyping studio focused on mobile device accessories based in Jacksonville, FL. Projects included:

- ✦ **Trubador**, a hands-free case for iPad. This project was covered by NBC nationally and on regional affiliates of all four major television networks, by Time Magazine, Wired, NPR, and Gizmodo
- ✦ **SideShow**, a dock for iPhone 5 for use in landscape or portrait mode, perfect for watching video and amplifying sound from the device's internal speaker
- ✦ The **JAGS Shield**, a foam shield for in-stadium use by fans of the Jacksonville Jaguars. This project was passed on to the Jaguars for official production and was available for purchase by fans at Everbank Stadium