

JESSICA MOES

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Location: Barcelona, Spain (Open to Relocation) Nationalities: U.S. & Luxembourg (EU Citizen)

PROFESSIONAL SUMMARY

I am a strategic partnerships and social impact leader with expertise in integrating corporate responsibility into business strategy and forging multi-sector collaboration to drive social good. Throughout my career, I've proven my ability to manage large-scale cross-functional initiatives and build complex partnerships across government, NGOs, corporations, and philanthropic organizations. I have a background in ESG reporting, business development, and communications, with experience in international markets and the technology and education sectors, and I am passionate about the ethical use of emerging technologies.

EXPERIENCE

BEST BUY in Richfield, MN

Best Buy is a Fortune 100 multinational consumer electronics retailer, technology producer, and healthcare provider. It is known for its commitment to innovation and social responsibility, including investments in STEM education and digital equity.

Manager, Social Impact 12/2021 – 09/2024

- Led a team responsible for integrating social impact programs (including Best Buy Teen Tech Centers) into Best Buy's brand and business strategy; boosting employee and customer awareness of company ESG priorities; facilitating community-related investor and ESG reporting; and raising over 75% of the Best Buy Foundation's budget from consumer and partnership fundraising.
- Stewarded partnership strategy for social impact, aligning Best Buy vendors' ESG goals with Best Buy's own, and offering tech-driven opportunities for shared and deepened impact in areas related to youth development, STEM education, and tech for good.
- Coordinated social impact data measurement, reporting, and alignment to company goals for annual ESG report and mandatory disclosures (e.g. SEC filings), ensuring compliance and investor-grade accuracy.
- Managed a cross-functional team of senior leaders to pilot and sustain a digital fundraising program for the Best Buy Foundation, raising \$16M+ annually, advancing digital donation capabilities, and establishing an inclusive governance disclosure strategy.
- Increased visibility of Teen Tech Centers by spearheading a 2022 national television commercial — the first to feature Best Buy's CSR programs — resulting in return on ad spend 19% above average and multiple industry awards.

Associate Manager, Social Impact 12/2020 – 12/2021

- Launched first-ever sale of teen-designed products at Best Buy in partnership with PopSockets, benefitting the Foundation. The program paired virtual volunteers with teens to create the products and won Best Buy's first-ever social impact award.
- Served as social impact liaison for employee resource groups and cross-functional ESG governance committees, including in company-wide ESG due diligence processes and risk assessments.

Senior Specialist, Social Impact 10/2019 – 12/2020

- Served as communications lead for Partnership for a ConnectedMN, a multi-organizational collective impact collaboration developed with the Minnesota Governor, serving ~85,000 students and families lacking tech or internet during COVID-19.
- Organized first-ever team thought leadership strategy, submitting bids and proposals for conferences and industry publications.

Specialist, Internal Communications 02/2018 – 10/2019

- Executed enterprise-wide and executive-facing communications related to sustainability and quarterly earnings disclosures.

HIRENOMICS, INC. in Minneapolis, MN

Hirenomics is a boutique executive search firm providing retained search services for Fortune 500 financial services firms.

Manager, Marketing and Operations 05/2014 – 07/2015, 12/2016 – 07/2017

- Managed project reporting and tracking, built out case studies for new client meetings, developed financial workflow processes, coordinated technology overhauls, and facilitated the migration to a new internal CRM system.

EVANGELICAL LUTHERAN CHURCH OF AMERICA (ELCA)

The ELCA is a major Protestant denomination in the US with a strong global presence in humanitarian work and education.

Donor Relations for the Campaign for the ELCA 08/2016 – 11/2016

- Used database research (CRM) and relationships to identify, track, and analyze potential and existing donor relations.

Full Time Volunteer – Development Communications in Kruos Village, Cambodia 08/2015 – 07/2016

- Wrote agriculture, nutrition, and education grant proposals, impact reports, and organization guides for international stakeholders.

THOUGHT LEADERSHIP

UNIVERSITY OF COLORADO, BOULDER – LEEDS SCHOOL OF BUSINESS in Boulder, CO

Guest Lecturer, Corporate Social Responsibility

2021 – 2023

UNIVERSITY OF MINNESOTA – HUBBARD SCHOOL OF JOURNALISM in Minneapolis, MN

Guest Lecturer, Corporate Social Responsibility Communication

2022 – 2023

ST. JUDE PARTNERS SUMMIT in Memphis, TN

Presenter, Impactful Point-of-Sale Fundraising Campaigns

2023

B:CIVIC SUMMIT in Denver, CO

Presenter, Impactful Partnerships for Social Impact

2022

COMMUNITY ENGAGEMENT

WORLD ECONOMIC FORUM'S GLOBAL SHAPERS COMMUNITY in Minneapolis, MN

Member, Minneapolis Hub

2018 – 2024

Curator And President, Minneapolis Hub

2019 – 2020

- Served as the connection point between Minneapolis and the Global Shapers and World Economic Forum headquarters.
- Responsible for all aspects of Hub development, project implementation and individual member growth for a local chapter of a highly selective international youth leadership development organization.

EDUCATION

UNIVERSITY OF MINNESOTA, Carlson School of Management in Minneapolis, MN, USA

Master of Business Administration (MBA) with academic distinction

05/2024

Specialization: Management and Sustainable Environmental, Social, and Governance (ESG) leadership

International Study: Value Creation in the Cacao and Secondhand Industries (Accra, Ghana)

ST OLAF COLLEGE in Northfield, MN

Bachelor Of Arts Cum laude – English major; Media Studies, Middle Eastern Studies minors

05/2014

Honors: *Sigma Tau Delta* (English), *Theta Alpha Kappa* (Religion)

International Study: Middle Eastern Political Science, (Istanbul, Turkey); Family and Cultural Sociology (Fez, Morocco); Ancient and Modern History (Cairo, Egypt); Psychology of Social Work (Chennai and Bangalore, India)

SKILLS

LANGUAGES

- English (Native)
- Spanish (Intermediate - B1)
- Introduction in: Khmer, Russian, French

PROGRAM / PROJECT MANAGEMENT

- ESG and sustainability strategy, including human-centered design, theory of change frameworks, materiality and impact assessments, due diligence, data collection, and program evaluation (M&E)
- Familiarity with mandatory US and EU disclosures and frameworks including SEC, CCDD, CSRD, TCFD, SDGs, GRI, CDP, ISSB, and SASB
- Philanthropy, fundraising, and donor relations
- Stakeholder & vendor relations
- KPI development & reporting

SOFTWARE

- CRM, data management, and CMS management: Salesforce, WordPress, HTML
- Business and productivity: Microsoft Suite (Outlook, Word, Excel, Power Point, Teams, Share Point), Google Suite, Asana, Slack, Dropbox, Notion, Confluence
- Creative and content: Adobe Suite (Photoshop, InDesign, Illustrator), Final Cut Pro, CapCut, Canva
- AI tools & emerging tech: Claude, ChatGPT, Copilot, Midjourney, familiarity with ethical AI frameworks

MARKETING / COMMUNICATIONS

- Corporate communications (internal and external)
- Digital marketing and content management
- Cause marketing and social media strategy
- Thought leadership strategy
- Project proposals and bid writing