

— RALEIGH, NORTH CAROLINA



Rich Jay

Founder & Operating Executive

GROWTH · AI · REAL ESTATE STRATEGY

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Founder and operating executive with 20+ years building and scaling businesses across online education, SaaS, digital health, applied AI, and real estate. Brings growth strategy, AI adoption, and Six Sigma operating discipline to real estate investment and property management — co-founder of a \$10M affordable-housing fund and a licensed North Carolina broker. Duke MBA; fluent in English and Mandarin.

20+

years building
digital businesses

8,000

paying members,
scaled from 500

\$30M+

revenue
contributed

\$12M+

annual savings via
Six Sigma

“Rich is an exceptional leader. He effortlessly facilitates teams to achieve what seems impossible.”

Amelia-Jane Johnston
Investor, Slayer Media

Experience

● Jay Team LLC

2018 – PRESENT

Founder & Principal · Raleigh, NC

Consulting and venture vehicle for digital go-to-market, marketing, AI strategy, and brand engagements across real estate, digital media, and digital health.

- Consulted on marketing and AI strategy for North Carolina real estate brokers at Keller Williams and LPT Realty.
- Built digital launch strategies for 5 Research Triangle Park companies — positioning, funnel design, and channel mix across web, social, and email.
- Led digital marketing revamps for food and hospitality businesses — brand refresh, online ordering, social presence, and content systems — improving return on ad spend by 30%+.

ENGAGEMENTS DELIVERED THROUGH JAY TEAM

Director of Services — Dan Lok Companies

2018 – 2021

- Oversaw content strategy, influencer partnerships, and revenue growth for online info-products and SaaS; grew membership from 500 to 8,000 and 3M+ YouTube subscribers, contributing to \$30M+ revenue within three years.
- Led a 15-person team launching digital products that increased audience retention by 20% through client ascension.

Co-Founder — 4D.Health

2019 – 2021

- Led development and pilot of a diabetes-reversal mobile app; raised \$1M and secured 20+ pilot patients within six months.

● Metawis Group Inc.

2025 – PRESENT

Founder & Principal · Wyoming, USA

Investment and venture company focused on applied AI for local trades and home-services businesses, social-media platform innovation, and privacy-preserving technologies.

Skills

Startups

Cross-functional Team Leadership

Customer Experience

Strategic Planning

Business Strategy

Digital Marketing

Go-to-Market Strategy

Process Improvement

E-commerce Growth

Brand Strategy

Applied AI & Product Strategy

Content & Audience Development

Education

MBA, General Management

Duke University · 2005

B.S., Biology / Immunology

Duke University · 1998

Certificate, Marketing

UC Berkeley · 2002

License

Real Estate Broker

North Carolina · License #355492

Experience, continued

- **Americasa Capital Management** 2023 – PRESENT
Co-Founder · Raleigh, NC
Co-built a \$10M closed-end investment fund focused on affordable housing in the southeastern United States; developed partnerships with 10+ overseas investors.
- **Global Edge Academy** 2008 – 2013
Co-Founder · Beijing, China
 - Built and led an 8-person leadership and language training firm serving GlaxoSmithKline, Lenovo, Pfizer, and CNOOC; grew to ~US\$300K annual revenue before exit.
- **Dell Inc.** 2004 – 2008
Senior Consultant & Six Sigma Champion · Round Rock, TX
 - Led Six Sigma efficiency projects saving \$12M+ annually; managed a 20-person analytics team driving new-revenue opportunities for Dell Services.

29

recommendations from clients, colleagues and team members on LinkedIn

“His work ethic and his dedication to the results of the organization are second to none.”

Rohit Panedka
Partner & General Manager,
Microsoft

“Rich was a great process leader and innovator at Dell.”

David Ornelas
Managing Partner, Emergent
Business Services

Publications

VACCINES (BASEL) · 2014

Peptide Dose and/or Structure in Vaccines as a Determinant of T Cell Responses

JOURNAL OF IMMUNOLOGY · 2001

High-Avidity CTL Exploit Two Complementary Mechanisms to Provide Better Protection Against Viral Infection Than Low-Avidity CTL

EUROPEAN JOURNAL OF IMMUNOLOGY · 2001

An Abrupt and Concordant Initiation of Apoptosis: Antigen-Dependent Death of CD8+ CTL

What colleagues say — excerpts from LinkedIn recommendations

“It is rare to find someone who’s led teams from small mom-and-pop stores to huge Fortune 500 companies.”

Kenneth Tjhe · Investor, Tjhe Family Enterprises

“His work is high quality, innovative and forward thinking.”

Ivy Portwood · Group Manager, Adobe

“He has great listening skills, and a genuine drive to connect with people.”

Bobby Kohli · Senior Project Estimator, ATCO Electric

“Rich is a phenomenal, resourceful leader who leads by example.”

Felix Li · Founder & CEO, Techo Consulting

“He demands the very highest standard of himself and others.”

Beau Bessette · Sales Leader, MintLeads

“Were we ever trapped in a cave, I would turn to Rich.”

Michael Jacobson · Corporate Personal Trainer, Starbucks