

Thank you Jack! I always credit your class when asked how I became interested in insights and data analysis! [Stephanie Krantz](#)

I hope you are well. Looking back, I can see how this course has transformed my line of thinking. My ability to sell and re-sell in a simple systematic way has gone from 0 through the roof. I just wanted to take the time to thank you for this, and I hope you have an awesome summer. Best regards, **Adonai Addo**.

Hello Professor Derby,

I hope your summer has been wonderful so far! I wanted to reach out to express my great appreciation for the Entrepreneurship program. My favorite and most applicable courses at Tufts were taught through the Entrepreneurship center. I also want to let you know how appreciative I am of all your help as I navigated the job search. I accepted a full-time job offer as a recruiter at K1 Investment Management in Manhattan Beach, California back in April. I hope you have a great summer and I hope to keep in touch! Thank you again!

Best,
Katrina Yuzefpolsky

Jack,

Thank you for this kind email. You have been such a wonderful teacher, if not the best teacher at Tufts. Will definitely stay in touch. Have a great summer!

Julia Oppenheim

Dear Professor Derby

Hope all is well!. As I just graduated Columbia, I wanted to take some time and thank a few key mentors who shaped my college experience.

While I only spent my first year at Tufts, you were a big mentor for me throughout my time there. While working with Omer on Have a Ball, I learned a lot about the key pillars of entrepreneurship, and your lessons have guided me throughout the past few years (and I'm sure they will well into the future). The fact that you dedicated so much time and energy to guide undergraduate freshmen such as Omer and I is truly incredible to me, and something I greatly appreciate. I'll be traveling over the summer and am taking a gap year next year, where I'm planning on working part-time and building out my own projects on the side (ideas that have been sitting at the back of my head for some time). It's still a bit unclear what my day to day will be - everything is a bit up in the air - but I'll be in the New York area and hope that we can catch up at some point soon.

Thank you again for everything! Best, **Lucas Campa**

More than any other entrepreneurship course I have taken, this mentorship and individualized class environment has tested my accountability, responsibility, and seriousness to start my own business. It has been such a valuable experience to work with Jack and push myself towards an end goal that intrinsically motivates me. I am so grateful to the Derby Entrepreneurship Department for allowing me to build the foundation for my aspiring career. I cannot express my gratitude enough, Jack. This semester has been a wonderful awakening for me. The results truly are speaking for themselves and I am excited to keep pushing. This morning I actually received an email from a relatively large marketing agency/record label that is interested in promoting Desolation on TikTok. One of my conclusions in my paper seems to stand true: the music will speak for itself and the right people will find it. That is the hope.

Allen Terman

I want to start by saying I really really appreciate the effort you put into the class. Your availability to us is incredible, and I've never seen it to that extent from a college professor before, honestly. I can see how much you care about us and believe that our learning is your top priority, which again I want to thank you for—more professors should behave this way. Though I haven't planned to go into sales in the near future, it was super helpful to learn about going forward in the corporate world. Our presentation really showed me how important sales are, how they drive the hiring decisions, finances, marketing, product, and customer relationships. I also just learned a lot in the class and am really glad I took it. The value prop exercise was also one of the most important exercises I have done in a class. Every single speaker was great and I thought the class ran very smoothly. Jaeger Bruehl, Noah L

<Noah.Jaeger_Bruehl@tufts.edu>

It has been a pleasure to work with professor Derby over the last few years. I have learned more working with him and taking his classes than in any of my others. I believe his commitment to helping students land jobs, and providing them with skills on the “marketing of me” is invaluable. I saw that on a daily basis throughout the semester, as he would often come to class with a list of relevant jobs and opportunities. Overall, TAing in the ENT program has brought me many opportunities for leadership

Bob Ranallil

I have absolutely loved this class and looked forward to it every week. Guest speakers kept things interesting and I always found myself engaged in lectures. While I am a computer science major, I believe that marketing is so incredibly important and I have learned many things in this class that I will take with me and utilize for the rest of my life. I have always absolutely hated speaking in front of the class but after giving presentations for this class as well as giving my elevator pitch, I am now much more comfortable speaking in front of people.

Mallory

There are very few classes at Tufts where I truly enjoy going to every single time, it was a pleasure to get to sit in your class. As an instructor, you fostered a positive and supportive learning environment which allowed us to take risks and grow as learners. I am truly appreciative of everything that you have done for me and will forever view you as a role model. I am looking forward to keeping in contact with you and keeping each other updated on our lives. Thank you for making a positive impact on my learning and thank you for your dedication and hard work. Best, **Matthew Beckles**

Overall, this course has been the most instrumental and fun, albeit draining, course that I have taken at Tufts. By combining the many elements in place, from lectures to guest speakers and projects, I believe I have a significantly better understanding of sales and general business interactions. This should be on some listing of courses everyone should need to take at Tufts because the information absorbed is usable and beneficial in everyday life.

Holden SoS, Spring 2023

I hope everything is going well. I had a great time in your course and wanted to thank you for being such a wonderful professor. Please find my self-evaluation attached to this email. Have a great rest of the semester and summer!

Best, Tammi Wang
Tufts University | Class of 2024

I hope you have been doing well - sad we didn't have class this week!

First and foremost, I just want to thank you so much for such an engaging class this semester. I really enjoyed coming to class every Wednesday and I appreciate how helpful and supportive you are outside of the classroom. One thing I really enjoyed about the class was the amount of guest speakers we had. I thought all of them brought very important and meaningful topics and messages to class that our Tylt team was able to implement into our work. I also loved hearing from Julia about her start up for her gluten free snack packs. I think adding some more student speakers, whether they are from the class or Tufts, may be beneficial and interesting to other students. Personally, I love hearing from other people my age about the cool projects or work they are doing because I feel like I can relate to them more.

Samantha

THANK YOU! I am truly grateful for the amazing learning experience this semester has provided. Your teaching, along with the insights shared by the guest speakers, has been invaluable. The knowledge and skills I've gained from this course will undoubtedly serve me well in my future endeavors. If feasible, I would like to be added to the waitlist for Entrepreneurial Marketing next semester. I truly appreciate it!

Once again, thank you so much for your guidance and support during this semester. It has been a truly rewarding experience.

I would never thought of gaining so much expertise and growing so much as a person if I didn't take your class. One of the most significant lessons I gleaned from the Science of Sales course is that teamwork and collaboration necessitate ongoing effort, and it is crucial to deliver value to both teammates and clients. We should prioritize comprehending their customers' needs and challenges and then proposing tailored solutions to address those specific issues. By showcasing how a product or service can alleviate a customer's concern or facilitate the achievement of their objectives, businesses can foster a stronger bond with their customers and position themselves as reliable partners. When customers sense that a business genuinely cares about their success and well-being, they are more likely to return to that company and recommend it to others. The Science of Sales course proved invaluable for individuals like myself interested in a sales career or entrepreneurs seeking to enhance their sales capabilities. It was fascinating to learn about sales principles such as identifying customer needs, overcoming objections, building customer relationships, and effectively closing deals

Best, Alison Guo

I wanted to thank you for an unbelievable semester. A "Derby Class" has been on my radar for over a year now and I am thrilled that I was able to take this class. From my first phone call to you in December talking about the class requirements, I could tell you were not a typical professor. This was by far the most unique and value-giving class I have taken thus far, and I am sure no class will top it.

In addition, I wanted to thank you for your help in my job search. I have decided I am returning to SKALE this summer as a de facto BDR. Base salary plus a token package with high, incentive-based commission possible. I was able to see how BDRs worked last summer as an intern, but this summer I am stepping up to the big leagues and I could not be more excited for the opportunity and challenge. My only regret is taking Marketing instead of Science of Sales (schedule did not permit the ladder). I might need to schedule a call to get a crash course!

Thank you again and I am excited to stay connected, continue learning, and break some rules (just not the first two).

All the best, **Conor O'Holleran**

Studying in any of Jack Derby's classes is a unique experience and some of the most rewarding that I have taken at Tufts. Working with startup companies are important experiences that teach a lot to my fellow students and me, and getting the opportunity to do so in college is an incredible experience. As I look towards continuing my professional career after graduation, I have two main opportunities: continuing my work at the tech startup that I co-founded or returning to Metagood as an experienced sales and marketing person who is well-educated in the technologies that the startup offers. No matter which of these opportunities I choose, I know that the Science of Sales has positively impacted my abilities to improve these startup

Brian Ross spring 2023

This was probably my most challenging/demanding class this semester. Having had friends go through this course, I knew a bit of what I was getting myself into, but I was also assured that the enjoyment of the course depended heavily on the company assigned. Luckily, I really enjoyed working with my group and for the Reliable team. I am glad to have learned so much about inbound marketing and getting inbound certified by Hubspot. Entrepreneurial Marketing was the only course I took at Tufts that forced me into a real-world situation, and I am happy to have had this exposure pre-graduation.

Liz Goldstein, 105 Spring

Overall, this class was one of my favorites at Tufts and I know that I have created friendships that will help me later down the line. I know that if I ever need anything from anyone in the class, I can call them up they will help me. Thank you for an amazing semester!

Corbin, 105 Spring

Jack,

Thank you so much for your mentorship and guidance. It has been an absolute pleasure working with and getting to know you this year. I look forward to furthering our relationship beyond graduation.

Attached is my final reflection for ENT 199. Best, Theo

This is Kyle O'Malley from your SOS class. I wanted to thank you for your input on my value proposition yesterday and even more so for sculpting such an insightful and engaging class. I'm glad I got the opportunity to be a part of it. The relevance and real world application you share will have a huge impact on the futures of your students lucky enough (and smart enough) to take it.

I very much appreciate all the hard work you put into making each week's class memorable.

Thanks for a great semester and see you at our presentations. **Kyle O'Malley**

Hi Professor Derby,

Good evening! I hope all is well. I wanted to reach out and say a huge thank you for lunch (very yummy!), but really for a great two semesters together. I know we are still working together and the semester is not over yet, but I really appreciate the guidance and support over the past few months. Your expertise in sales and marketing has been invaluable to my professional development and has helped me grow both personally and professionally.

Additionally, your commitment to my success has extended far beyond the classroom by assisting me in my job search. I am extremely grateful for your help in connecting me with potential employers and providing thoughtful feedback on my resume and how I interview.

I also admire the time and effort you have taken to mentor me. Your willingness to share your experiences and provide insightful advice has been incredibly helpful in shaping my career path and identifying areas for improvement.

I cannot thank you enough for all that you have done for me. Your dedication to my education and career success is truly inspiring, and I feel incredibly fortunate to have had you as a professor and mentor.

That being said, I would love (and my family) to take you and your wife out to dinner. We are available Sunday night of graduation, **May 21**, or my mom is helping me move some of my stuff out **May 12th**. Let me know what date is better for dinner and we can take it from there.

Best, Amanda Ganz

Hi Jack,

It's Jae from Tufts (currently in Toronto.) Happy birthday! I hope you had a wonderful day. Thank you for all the guidance, inspiration, and being such a great, warm, caring mentor! It's hard to believe I am now 1 year into my current role as BDR Manager at Salesforce. It just seemed like a few months ago when I left FreshBooks and joined here.

I am going to visit Korea sometime in September so I am just putting in the work.

I would love to catch up virtually with you sometime! What's would be the best way for me to book time with you?

Best,
Jae

Hi Jack,

I just wanted to update you. After negotiating, Brown & Brown met my needs immediately and gave me the full salary amount that I asked for. I am so thrilled, and I can't even comprehend that I finally have a job. More importantly, I am incredibly happy.

I just want to thank you tremendously for your help and support through my process. There is no one who does it better than you, and I am grateful to be another kid that you helped get to the next step.

I hope you have a great weekend, and I hope to stay in contact as I consider your advice the equivalence of gold. Thank you again for everything. Best,

Liz Reed

Hi Jack, I wanted to share with you that I did land the job you said I would! I've accepted an SVP position with a very large property management firm. I'll be leading the entire East Coast, as well as building business in Boston. Your advice and words of encouragement were exactly what I needed. This entire experience has been humbling, as well as beneficial for me in reevaluating what I really wanted. Thank you again! I know it's cliché, but everything does happen for a reason.

Cecelia (Ford) Bologna, CAM, CAPS (She/Her) 10:53 AM

Hi Professor Derby! Hope all is well! It's been a little while but I hope you remember me from ELS 105 as the lead of the AIM Mutual project. If you remember, one of my main goals was to work abroad and you put me in touch with someone at Fidelity, I believe, in London. While that didn't work out, if you remember, I was able to secure a job at a tech venture in Dubai. I just wanted to reach out and update you as well as remain connected. I had the experience of a lifetime in the middle east and traveled and worked in Egypt, India, Kuwait, and throughout the UAE. I remained outside the US for almost two years straight before returning before the pandemic, after which I continued to work for logistics technology ventures. The ELS department was instrumental in my success in the professional world. Marketing truly is everything. I had previously sent you an email congratulating you on the Derby Entrepreneurship center position but you must have missed it. Regardless, I wanted to thank you for the investment that you made in me as well as the dedication you have to your students. I'm confident the entrepreneurship center is in good hands and I hope other students in subsequent classes were able to take as much from the ELS classes as I did. Again, I hope to stay connected and I hope all is well!

Lukas Posta

Thank you so much for taking the time to connect today. Again, I can genuinely say that I've never had a professor so invested in their student's post-grad outcomes. I appreciate it immensely and am looking forward to connecting again sometime next week.

Best,

Alyssa Quinlan

Hi Prof. Derby,

I hope the Rye house survived the cold snap without too much trouble and the beginning of the semester is going well! I thought about you this morning as I planned a trip to Stratton this weekend (or maybe it's the Derby Management emails I somehow still get) and figured you'd enjoy a quick update.

Long story short, I'm still here in Somerville working remotely in Strategy & Operations for an SF startup and consulting for a few companies/buddies on the side as time/projects allow. Can't complain about how things are going despite the relative macro concerns on the tech side of things. I may have forgotten most things from college, but I still find myself using old email tips from class and wishing my colleagues had to pay up when late to meetings.

Sincerely,

Joshua Terry

Hi Jack,

I just wanted to wish you a happy, successful 2023. I hope everything is well with you and your family.

You continue to make a really positive, meaningful impact on my life. I'm so grateful for it, and I hope you know how much it influences me.

If there's ever anything I can do to be of help, please always feel free to reach out. I'd also love the opportunity to buy you coffee/lunch/dinner sometime soon. Hopefully our paths will cross this year.

All the best,

Brandon Cohn

Jack,

I hope you and Jan are enjoying the holidays! (whether it be in VT or BOS). I've been meaning to reach out - it seems crazy that in January it'll be 3 years since we were working together in ELS Marketing and with the Evans Brothers. I greatly appreciate all I learned with you through that COVID year. I've felt more than prepared for my first job in Sales and truly can't thank you enough.

I know the new year can be a crazy time, but I'd love to get time on your calendar to hear what's new with you and the Derby Center as well as share my experiences to date. I'm 18 months into my first role and seeking guidance on thinking through some next steps in my career development.

Please let me know which days work best for you. I'd greatly appreciate your time and look forward to reconnecting!

In good health,

Michael Chiaradonna

This class has probably been the most enjoyable class I have taken at Tufts. There are so many things that I have learned from this class that I can take into the real world. I think the class is run very well, and I loved learning about the guest speakers' experience and knowledge

Colby Shea

After taking Entrepreneurial Marketing, it was one of the best classes I have taken at Tufts. As someone who has only had internship experience in smaller companies, I have long desired the chance to work for a larger organization.

Chiara D'Andrea

I recently had a final round interview for a job at Amazon during which I used my value prop from class and some negotiation tips you shared with us. I am honored to say that I was accepted into the company and will start as an HR Partner at Amazon in September 2023, and I have you to thank for the final edge I was able to distinguish myself with. One day I hope to return to your class in a similar fashion to all the amazing guest speakers you brought in this semester.

Looking forward to continuing our relationship, connection, and entrepreneurial discussions!

Best,

Antonio Cue G.

Happy thanksgiving Jack! I'm thankful that I had the opportunity to learn and grow with your guidance and advice. At times where I was lost and uncertain, you really came through for me and I'll always appreciate you as a friend and mentor 🙏❤️

Alfred Naayem

Amalia Toro Restrepo 6:24 AM

Thanks Jack!! I still remember your class a turning point for me :) how are you doing?

Mr. Derby, just wanted to congratulate you on the opening of the Derby Entrepreneurship Center, I was recently informed of the news! Could not be prouder to be an alumn of your class! Hope you are doing well. **August Fagerheim**

Hi Jack!

Hope all is well! I heard that Bob is TAing for your marketing course this semester, and I've asked him to keep me in the loop of all the fun projects this semester 😊 Also, I didn't know if you received the email sent in the summer (or heard from Bob), but Mack Prototype has updated their website and actually incorporated a lot of the elements that we suggested during our final marketing plan presented! The website is here if you are interested: <http://www.mackprototype.com/>

After several ENT courses and a summer internship in consulting, I realized that I'm more passionate about the business aspect of science and engineering rather than devoting myself to R&D. I've begun searching for jobs at the cross of biotechnology and business/finance like healthcare consulting and life sciences investment banking roles. I want to be fully prepared, so I figured it's necessary to have backup plans if the recruiting process goes south. I found some interesting grad programs focused on quantitative analytics that I believe are solid alternative options.

I wanted to reach out to you about a potential letter of recommendation for the grad program's application process. Your ENT 105 was one of the courses that I enjoyed the most and was most actively engaged throughout my time at Tufts. More importantly, the knowledge I learned from you is transferrable to any other fields that require a sense of marketing science, which was especially impactful to me over my last two internships 😊

Looking forward to hearing from you!

Thanks,

Yunxing (Frank) Hua

After reflecting on how much you and the Derby Entrepreneurship Center have helped set me up for this journey, I've been wanting to connect with more Tufts students and give back.

Mitch Lee

Hi Jack,

I hope your summer is going well thus far!

I just wanted to reach out and send a belated email to say thank you for all of your guidance and teachings during my undergrad experience. There are few classes I speak as highly of as your marketing course, and the lessons you taught that semester (whether related to life, careers, or marketing) are still so influential in my life. I'm also extremely grateful for all of the time you put into your courses and students--it's truly unparalleled. Whenever current Tufts students tell me they're considering marketing, I always encourage them to take your course and mention stories such as when you took the time to speak with me on the phone on a Saturday about negotiating compensation.

Speaking of that call, as you can see by my email signature I'm still with eDevice after you connected me with Shanthi a couple years ago! Thank you again for that, as well as supporting me while I considered the role--I'm really enjoying it and feel incredibly lucky to have the position. Have a wonderful summer and hope to stay in touch!

Best,

Alyssa Quinlan

Marketing Specialist || eDevice

Hi Mr. Derby. I tried to send you a message through another avenue. I hope you'll see this one. I would so love it if you could send a quick video for Emani. She has such mad respect for you. Thank you for everything you've been to her. Sincerely, her mom. Ia Brown better known as Meez Mother of Emani Holyfield, one of my very best, most polite, wicked bright and highly engaging alums on the celebration of her next journey to Berkeley for her MBA. So privileged for this and her request to me to write her a recommendation. A true rising star!

Jack, I trust you are well! It's crazy to think with an FMS major that I'd get into SaaS tech so quickly. I owe so much of this to the ELS program and your leadership. The Art & Science of Sales was by far one of my favorite courses at Tufts. I'm truly blessed and continuing to fight on!

Sebastean Gonzalez-Johnson

Hi Jack,

I was traveling and I missed this email. I want to thank you for everything you have done for me! I am very lucky that I decided to take your course in Fall 2021 and it has been a pleasure working with you. I have gained an immense amount of knowledge and understanding about various things that I will take with me as I enter the workforce.

I am very excited to get started at ColdSnap in July and I look forward to staying in touch! Have a great summer!

Best regards,

Molly Ryan

Reflection It was an honor and a privilege to serve as the COO for Jack DeBry's Entrepreneurial Marketing class. Personally, I was able to improve my leadership, people management, conflict management, and public speaking skills. It was rewarding watching students grow throughout the semester and helping contribute their growth. It was also a pleasure getting to hear the incredible speaker's Jack bring in again, and I could not have asked for a better group of co-COOs and professors to work alongside. Andree Aloise Ent. Marketing COO

I have had an amazing time this semester being a student in ENT105: Entrepreneurial Marketing. It is by a large margin the most work I have done outside of class for a course, but I have also gotten the most out of it. I originally signed up for this class because of my career interest in marketing, and I am so glad that I did. The real-world experience that this class provided is priceless. I am confident that my time in this course helped to develop previous and introduce new skills that I will certainly use in my internship this summer and going forward. In terms of thoughts on the course structure, I believe it was run very well. I really appreciated having a different focus each week, and can't emphasize how powerful the guest lecturers were. They all had such interesting things to say and are truly people to look up to. I have reached out to a few and am looking forward to connecting with them more now that the semester has come to close. Working on the Calm vs. Headspace case study is one of my favorite assignments from this semester. It was such an exciting and creative way to use the skills that we had been working on all semester. I especially loved getting to see how all of the other teams approached the same problem we were provided. I am proud of the work that my team and I have produced for Brooklyn Campervans. We may have had somewhat of a rocky start and flip-flopped here and there with what Arthur was asking us to do, but in the end, I am confident in our marketing plan and am hopeful that Arthur, Oliver, and the entire BKC team will share that sentiment. Ji and I have done a world of work on the back end to make these final deliverables the way that they are, and I can't wait to share it with all of you. Thank you for an incredible semester— I am so very excited to keep working with the course this coming fall!

Jackie McCarthy 11 May 2022 ENT105 Semester Reflection— Brooklyn Campervans

Hi Jack,

Thank you for your advice last Friday! I spoke with the recruiter and the 90k was their strong offer, but at least I asked and I'm very happy with the number!

I signed the Fidelity offer today and I'm excited to start late June after my trip back to California post-grad. Thank you so much for your coaching and guidance through my job search process! I remember we spoke earlier in the semester and defined a goal to have multiple offers in June, well I reached that goal a month early :) and I'm excited to begin a new chapter in New York come the fall (I'm based in Boston through August then moving in September).

Thank you for your dedication to Tufts and students like me, it's been wonderful to be your student and mentee for the past two years. If I can be of help to you or your students, don't hesitate to reach out!

By the way, will you be attending graduation?

Talk soon,

Eva Denman

Professor Derby ENT-105 10 May 2022 End of Semester Assessment Professor Derby, there's not much else to be said about this class other than I really enjoyed it. This class is one of a kind at Tufts and I would encourage anyone to take it because it really focuses on real-world issues, while incorporating an internship into an academic schedule. I learned a lot from this class about the marketing process and about establishing connections with a real company. My favorite part of this class was the case study that we did in the middle of the semester. This was the first case study I've ever done and I thought that it was really interesting. It enhanced my ability to think deeply about a problem and what the different effects would be for each solution. For my group's project with Brooklyn Campervans, it started off pretty slow because I think that John had a lot on his plate. I fully respected his decision to make Ji the other leader of the group, and once this change was made our group did really well. Jackie and Ji were awesome leaders, and I think that everyone else did their job well. I'm excited for our presentation tomorrow to show off all of our hard work that we accomplished this semester. Furthermore, I'm really looking forward to learning more about marketing from you and the Evans Brothers this summer. I couldn't be more thankful for the summer opportunities that you helped me secure this semester. Thanks so much. Best, **Jack Schwartz**

Jack,

I am glad to hear the meeting with the management team went well. Yes the survey did fall into John and Ryan's portion of the presentation, but we all did equal work for it. I think because we did not spend as much analyzing the results of the survey (as a result of us simply not putting too much time into that portion of the presentation and also the fact that Molly sent over the preliminary results very close to the presentation) we did not dive into those results as much as we could have. But John and Ryan should not be penalized more than any more than anyone, including myself, should be for that.

It is nice to hear that you believe I lead my team well through the semester, and thank you for rewarding me with this grade. As a team, we certainly had our ups and downs, but I believe we pulled through in the end.

It has been an absolute pleasure working with you. I really do hope to keep in touch, and I would be both proud and honored to call you a mentor as I continue my studies at BC Law next year.

This has definitely been a class I will never forget, and you are definitely a professor I will never forget. Thank you Jack Derby!

Thank you

Jake Gould

Cell: (516) 698-0002

[LinkedIn](#)

Professor Derby ELS-105 One Page Feedback This class did an excellent job of continuing my education on best practices in the business world and specifically marketing. As someone who genuinely sees himself in a business role in the future, I really found a ton of value in this class. Reflecting back on the course, I really enjoyed being able to work on a semester-long project which would provide real value to a company. The project allowed me to see our work develop from an idea to real deliverables for our company. I thought the course did an excellent job of helping to fine tune our time management skills as we had to meet deadlines on our own. One thing in particular I loved about the course was the HBS case study we did, and subsequent presentation. I felt as if I was at a real business school doing this assignment . I know there is a time crunch with the course, but in the future even another Case Study would be tremendous. I know there was some feedback on the case study that it lacked structure, but I really enjoyed the freedom to approach it how we saw fit. Another thing I really enjoyed was having guest speakers at various times throughout the course. I found it very valuable to learn and listen from people in different professions and how marketing and sales plays a role in their careers. Definitely a key piece of the course I would continue to layer in. Overall, I am genuinely very happy I took this course before my summer internship as I have learned a great deal about business and marketing which I can hopefully take with me as I evaluate various companies

Carson Cohen

Comments on the Marketing Class

Hi Jack, first, I want to thank you for this opportunity to have this exciting learning experience. I think I have enjoyed this class and have found it extremely beneficial for my intellectual and personal development. Here's my feedback and evaluation for the entire class:

1. Patterns of classroom interactions were friendly, respectful and polite between the professor and student, and student to student. I think everyone in the classroom felt comfortable taking the risk to be seen and heard, as evidenced by their willingness to answer questions, ask questions and generally actively participate in classroom activities. The positive feedback from professor to student was greatly appreciated. You continuously praised students and encouraged their efforts throughout the class with positive words and comments.
2. I think a positive culture for learning was fostered in the class. Students actively engaged in the class and mostly began working together as soon as you gave the tasks to be done, you conveyed to students the importance of the work that was introduced, and you often made encouraging statements like "I believe you can do this work," which was very helpful.

Micha

Dear Professor Derby, I wanted to first off say thank you for teaching and mentoring me these past years at Tufts. It was a pleasure to be a member of both your sales and marketing classes this year. I had a great time in both of the courses, but for obvious reasons (the fact that I'm going into sales) I think I may have gotten more out of the sales course because of how interesting the guest speakers were to me. However, I thought the process of taking both courses gave me a much better idea of how a company fully operates between both departments. Your marketing class did a great job of filling in gaps of knowledge for me and I know it will help me a lot down the line. In terms of what we learned, our topics on SEO placement were particularly engaging for me. I thought that Ramiro was the best speaker we had. His energy was unmatched and he did a great job of showing us how he uses marketing at TikTok and how we could use the same ideas for our companies. It would have been nice if more of the speakers understood our companies going in like he did. I thought having multiple presentations was a good idea and the timing of them was perfect to help keep us on schedule. In terms of ARInsights as a company I don't necessarily think they were a great match for the class. They had a very good marketing team and they already had a marketing plan for 2022 and as the year had just started most of what we wanted to do or recommend was already being addressed by Trish. It was an abstract company that pushed us to think deeply about marketing which I liked. They wanted us to look at the company and give recommendations where it would have been nice if there were more concrete tasks for us to complete.

It felt as though they wanted consultants rather than a group of students to do stuff for them, but that was fine and I enjoyed it. In terms of our ARInsights team, there was kind of a hiccup at the beginning of the year, but most of the members on the team felt comfortable with our position the whole time. I think that I stepped into more of a leadership role on the team in the second half of the class and directed our meetings, set the deadlines, enforced them, and planned most of our project/presentations. The whole team worked well together with everyone having certain strengths and playing to them. It was an absolute pleasure to work with such a unique group and get to know more people at Tufts. Again, thank you so much for all the help as both a teacher, mentor, and friend. As I look back on my time at Tufts you have definitely been the most impactful teacher I've had here and it was a pleasure to work with you. Although my time here is coming to an end, I'm glad to have had the opportunity to foster a relationship with you and can't wait to repay all of your generous help in the future. As I sit here and write this I can't help but smile. I look forward to seeing you soon! Thanks

Luke Rogers

Hello Jack,

I can hardly believe that the year is over and that this is the final assignment to hand in. Please find attached the self-evaluation paper and thank you for an incredible semester.

I'd like to start this self-evaluation paper by thanking you, Jack, as well as all the TA's for all your hard work throughout this semester. You have made this course my favorite marketing class ever. I truly appreciated the practical experience we've had this semester which is something we don't see in French universities as well as your kindness, your humor, and your way of teaching.

I cannot explain how much I will miss this course and how disappointed I am that I will no longer be able to join anymore of Jack's classes.

Thank you again for this amazing opportunity and I'll be sure to use the knowledge I've learned in the future.

Kind regards,

Nasma Embarch

Jack,

Not much to say about this class other than it was an amazing class & experience. One of my favorite classes at Tufts & a wonderful way to finish my time at Tufts.

I hope you are feeling better since your night in the hospital.

I will make sure to stay in touch with you.

Matthew Benda

ELS 105

Professor Derby

Overall, I thought this was one of the best classes I have taken at Tufts. The real-world work & having to manage both schoolwork and work for our companies was a great experience. The only thing I would add is another case study & more in class group activities where groups were posed a question/problem and then we had to come up with solutions. I think that this allowed others to see how to solve problems with creative solutions. I think that this also keeps people engaged in class & not zone out when it's a lot of listening to either TAs, guest speakers or Jack.

My group I felt did a great job communicating & assigning clear tasks for everyone to do. I felt like the work was distributed to people's strengths & evenly. I would give everyone in my class an A+ for work & communication.

Jack – thank you for a great semester & for all the guidance.

Sincerely,

Matt

Dear Jack,

It was a pleasure seeing you yesterday at the Entrepreneurship ceremony. I want to thank you for your time in helping me this semester and teaching me so much about marketing! It's super fascinating to see how some of the tactics we have recommended to ARInsights such as using podcasts as inbound marketing strategy being implemented in one of the companies I interviewed for. I would not have recognized all of their marketing strategies and tactics without your course, so these knowledge will follow me for a long time. Hopefully, I will have good news for you in a couple of weeks.

Attached is the course evaluation you have asked for. My personal email and phone number are in there, but I will list them again as well as cc'ing my personal email.

It is an absolute honour and privilege to know someone of your caliber, Prof. Jack Derby. Please stay in touch! **Loi Ly**

Prof. Derby ENT 105 5 May 2022 Final Course Reflection As a Senior about to graduate from Tufts with an Entrepreneurship minor, entrepreneurial marketing was the final course that I took within the department. It is definitely one that I was looking forward to, and overall, I was not disappointed. As I think back on the four required courses for the ENT minor, I believe that there is a clear and cohesive path laid out for all students pursuing the minor, and I feel that completing these courses has been the most valuable part of my Tufts education. Now that I am about to graduate and begin paying back my student loans, there are many things I regret about my time at Tufts, but my experiences in the Entrepreneurship department are not among them. Within this specific course, I feel that there have been multiple valuable takeaways. The experience of working with Brooklyn Campervans in a consultative type role has been eye-opening. I really enjoyed working with each of my group members and I am proud of the work that we have done. I believe that our work has added value to both the present and long-term outlook of the company. One aspect of the course outside of the group work that I believe has been very valuable is the work we did with value propositions. While I was participating in ENT 105, I was also sending out job applications, and after our initial class on value props, I decided to change the form cover letter I had been sending out to my value proposition, with a few tweaks based on the specific job I was applying to. I noticed right away that the response rate from companies was appreciably higher, and I believe that this change in strategy, inspired by the course, had a direct impact on landing me a job offer that I am happy with. This is obviously a direct example, but it is these types of easily applicable lessons that I have picked up along the path to my Entrepreneurship minor that have made it an invaluable part of my Tufts education.

Karim Kamal

I really enjoyed this class. The format of each class was very professional and engaging. For starters, we always knew what the class agenda was which was very useful for me to organize myself and prepare myself for each class. Jack also has a great way of keeping everyone involved, selecting people individually to speak and hear their point of view on certain topics. By valuing everyone's contribution to the class discussion, Jack made sure everyone focused and created a great environment for people to contribute. I personally really enjoy this style of teaching because it forces me to be on my A game and really think about how my comments are contributing to a class discussion and how I am raising the bar. I told all my unemployed friends at tufts about how jack starts each class discussing job opportunities, and they were stunned and regretted that they didn't enroll in this class. Ultimately the aim for many students after college is to get a job, and no Professor I have witnessed at tufts helps more in this regard than Jack. I also learnt a lot about marketing, and going forward I know not to underestimate its importance for a business. Inbound marketing is something I am particularly curious about.

My favorite part of the class was learning from and listening to the speakers that Jack brought in. Speaker Zack was fantastic. It was really an honor to see where Tufts alumni ended up after a couple of years, and I saw myself in a lot of the speakers that came and gave talks. I certainly see myself in 5 years coming back and speaking to the class (if I am invited of course), hopefully providing future Tufts students with some workplace insight and inspiring them to push boundaries and become the best versions of themselves.

I enjoyed working with Trish and the AR team in general. I am naturally very interested in SAAS b2b companies like AR insights, so I enjoyed learning about their fundamentals, clients, and about the product in general. I was really impressed by their CEO Andy Zimmerman, who made an effort to join every call and really led by example. His curiosity for the AR world and his company really showed: he also has a lot of deep knowledge on subjects related to B2B technology which was a pleasure for me to witness given I am looking to eventually get involved in venture capital. Ultimately, Trish was very helpful in navigating any questions we had for her and the company, and was more than willing to send collateral that we needed.

I believe our final product (the final presentation we gave) was something we could be proud of. AR insights marketing team is understaffed, and also Trish was very specific in her request that we provide suggestions for certain things instead of focusing entirely on one project and providing an end product. At times this meant the work we produced did not always feel complete, but I feel we can be proud knowing what we produced is exactly what Trish asked for from us.

Finally, I enjoyed working with every team member throughout the semester. I feel in the last month we really came together as a group and pushed, and I had no doubt this would happen despite a somewhat shaky start. I never panicked even when things weren't going perfectly in our group, because I always knew that we all need time to get used to everyone's working habits/styles.

I will stay in touch with Jack and this was honestly one of the most informative and fun causes I have taken at Tufts. Thank you to the TAs who were super organized and helpful. Thanks again Jack for the great semester.

Karim

Entrepreneurial Marketing was a great course. Out of all the classes I have taken at Tufts, this class taught me the most skills that I can apply to the outside world after I graduate. While I was nervous to give the value proposition presentation, I ended up finding it to be a valuable exercise that helped me improve my public speaking and learn how to highlight my biggest strengths. I used the same value proposition that I wrote in class as a cover letter for many of my job applications, and I had lots of success getting interviews. In addition, the Harvard Business case study project was extremely helpful.

I had to complete a case study for one of the jobs I was interviewing for, and I drew on the skills I learned from this project to analyze the case and come up with creative solutions. I got the job, and I think that both the value proposition exercise and the case study project equipped me with the skills I needed to succeed in this interview process.

I also thought that class time was spent well. I really enjoyed all of the guest speakers that were brought in to talk to us. Because almost all of them were alums from the course, it was really exciting and encouraging to see all of the interesting things they are doing now. They were all also full of knowledge, and I learned a lot from their talks. I also appreciated the collaborative class culture. I liked how different teams gave constructive feedback and wanted to see the other teams succeed. I also loved my team and our project. We all worked very well together, and Amy was fantastic to work with. Because Amy started with so little marketing, I felt like we were able to make a really big impact on kidSHINE and I was very motivated by the work.

Lastly, Jack was a great professor. Overall, I really felt how he cared about his students and wanted to help them succeed. I have never felt that level of genuine support from another professor at Tufts, and I am so glad that I got to experience that from Jack in this course during my last semester before I graduate. Thank you Jack and Andree for a great semester and all of your help!

Hannah Smokelin

Once again, thank you so much for a great semester! It's been an honor to learn from you and I'm so excited for the fall!

ENT-105 May 2nd, 2022 Marketing Final Reflection First of all, I wanted to say thank you creating such an engaging course. In the beginning, I was very nervous to lead a team of five other students, but stepped up to serve as a team captain for the learning experience. However, as the semester progressed, I gained so much information about both marketing and myself; I hope that these experiences will allow me to serve as an excellent resource for students in the fall. Throughout the process, our group collaborated relatively seamlessly. I thought that the way we decided to split up each deliverable worked well, and we all checked in on each other throughout the semester. In the end, I was very proud of the way our work came together for the final presentation, and could not have been happier with the result. I tried my best to schedule meetings during times when everyone was free, even if that meant late at night or early in the morning. However, there were some meetings where we did Overall, I think the legitimate conflicts that arose, and the work distribution was relatively balanced. With regards to course structure, I think it would be helpful to do a quick five-to-ten minute check-in with our TAs during class. er. Overall, I really enjoyed the layout of the course, especially the incorporation of past alumni as speakers. Thank you again for a great semester

Best, Rebecca Gomez

Professor Derby, I wanted to start by thanking you for a great semester. It is extremely hard to hold a room full of students' attention for a whole class period, much less a 3-hour lecture, and you and your team of guest speakers did an amazing job being engaging and interesting. I really enjoyed the content of the course and the homework being a semester long project instead of weekly assignments is a really great break from the normalcy of one assignment per week. I enjoyed working with my group a lot, Jackie and Ji were great captains, and the rest of the guys definitely pulled their weight. As a sophomore, it was definitely hard to find my place in the group, but I definitely got more comfortable as time went on. I am happy to have taken this class sophomore year and definitely appreciate you letting me take it, since now I have a lot more connections in both the guest speakers and you and your enormous network of connections, and I will be sure to reach out in the future for advice and/or help with professional opportunities. I really appreciate that you are one of the only professors in the school who focuses on getting their students jobs. I have recommended this class to absolutely everyone, as it is the most practical experience I have ever gotten out of a class. My internship next year is under Matt Collins, who is an alum of the class, and it was really fun to see his face light up when talking about you and your class. I am positive that this class will stick with me through my entire life, and I am really excited to take the Science of Sales next spring, since Sales is really what I love to do. As far as the project and group go, we are still in the stages of putting together our plan and are really excited for our final presentation. We definitely did a lot of work this semester and are excited to showcase it. Brooklyn Campervans was fun to work for

Chris Tilton 339-832-8192

Dear Jack,

I wanted to let you know that I will be attending the University of San Francisco next fall in the MSEI program. I can't thank you enough for your support as a tremendous mentor and professor and am looking forward to staying connected in the future. Excited for what the future holds!

Sincerely,

Adam Schwimmer

Jack and Tara,

Please accept this one pager as my report on the class and my group for the semester.

Please let me know if I am missing any key pieces.

First, I want to say that I have loved the class and its structure. I think that the nature of a class with a group project being the majority of work is as close to a “real life” situation as is possible in an Academic environment. While most classes your work is only relevant to your own grade, the emphasis on team in this class increases the stakes and makes it more like a real work environment where there are many stakeholders.

One thing I really loved about this class was the community aspect. I enjoyed hearing presenters who once sat in the same seats as me and who are now doing really cool things in their professional lives. I think without necessarily recognizing it at the time, but upon reflecting on it now, seeing these presenters in successful positions gave me confidence that I can one day be someone who could come back into class and deliver something of value to the next group of Jumbos.

While I really enjoyed getting to know my own group, and learned a lot about others through their presentations, I think one thing that could have been cool was doing in class activities with people that were not in your group. We spent so much time out of class with our team that it may have been nice to meet other people and hear about their own projects in more pth during an in class activity that was more informal. This would be great for our own personal networking, but also could help improve our team projects by hearing new ideas.

Our own team certainly had some problems early on. I hate naming names, but Ali definitely was difficult to work with at times because of a lack of communication regarding deadlines. Jake was amazing at keeping us all organized and did so much extra work especially early on by taking the lead and setting up meetings and correspondence with Creo. There were some other problems with others early on, but after our midterm presentation and discussions with you about the need to pick up the pace, I think the rest of our group really worked hard to improve. I know that some people who early on did not say much in meetings made a dedicated effort to contribute more, and those members ended up being hugely active in our final presentation work. Overall, besides one member, our team ended up clicking relatively well and I am proud of the work we ended up producing.

The team is really made up of some great people. While early on the lack of marketing at all was frustrating given our own experience, as the semester went on, it was awesome to see how willing to listen to our recommendations the team was. Seeing the team already take action on some of our recommendations has been really rewarding. Rich has also really made it a point to emphasize how he wants us to get as much out of this as possible, and I have appreciated their efforts to help us learn about consulting, marketing, and business in general.

I feel like I have grown a lot in maturity over the course of the semester because of the professionalism required to work with a real business, work with a blend of different personalities in a team, and set and meet our own deadlines. The work required was definitely difficult, but I do believe I have learned a lot.

Thank you both for all the help over the semester.

Ryan Noone

Professor Derby, I hope this letter finds you well. As the end of the semester comes to its' official end, I wanted to send along my opinions about the course in itself as well as my own performance and experience within the KidSHINE team. The course taught me a lot about outbound marketing, and I truly did value the in-class discussions we went through. Moreover, Andrees' presentation and many of the other speakers' were so refreshing to hear. I hope you continue collaborating with these speakers in future semesters; I know I appreciated them. As for my own performance within the team, I felt that I set the following goals for myself: 1. Communicate succinctly and openly with all members, 2. Collaborate efficiently and respect other members 3. Contribute to my main deliverable (Social Media) and provide feedback for others' deliverables As the semester ended, I completed the above by: 1. Openly communicating at all times via Group Chat 2. Collaborated successfully with the majority of the group* 3. Independently started and finished the Content Calendar, Redesign of Homepage, Moodboards, and Social Media Templates Despite the success in my independent goals, there were some bumps along the road. Regardless, we managed to finish despite his lack of timely contribution. Overall though, I believe it was a good experience. Best Regards, **Cristina Arellano Chiroque** (she series) Tufts University, Class of 2023' Human Factors Engineering (B.S

I decided to take this course because of my interest in pursuing a career in marketing. Going into this semester, I hoped this course would allow me to gain real-world experience in the field and affirm my interest in marketing as a career path. This course not only met, but exceeded my expectations as a learning experience and career development opportunity. The class lectures taught by Jack and the TAs were informative and engaging, allowing me to gain a deeper understanding of marketing strategies and the elements required to construct a marketing plan. Additionally, I really enjoyed hearing from the guest speakers and lecturers who provided an inside look into their own careers in marketing and similar fields.

Even before the start of this course, I was excited by the opportunity to work directly with the leadership of a company to create a marketing plan that would be implemented by their company. It was a pleasure working with Amy and the kidSHINE team. I really enjoyed learning from and collaborating with Amy to create a marketing plan that will help kidSHINE continue to expand and grow.

The class structure established a good balance between lecture content and presentations/group work. The in-class presentations scheduled throughout the semester served as helpful checkpoints for my team's progress on our deliverables. Additionally, I liked learning about the other teams' projects and companies. I also really enjoyed presenting my value proposition to the class, as well as listening to the value propositions of my classmates. I know that my value proposition will continue to be helpful as I apply for jobs in the future. Overall, I had an excellent experience in this course and would happily recommend it to future students interested in marketing or entrepreneurship.

Aliza Kibel spring 2022

First and foremost, I would like to thank Professor Derby, all the TAs, and my teammates for a great semester. Now looking back on the journey, I could genuinely see my own growth and improvement as an entrepreneur. Starting the semester with the Hubspot Certification and ending it with a 90 minutes presentation, we all have come a long way. Undoubtedly, this is one of the most practical and unforgettable courses I have ever taken in my three years college life.

Being the most practical, the course and its setup allow each one of us to learn and experience the real-life marketing world. Professor Derby has conducted the class in a incredible way of combining theoretical marketing strategies with real life tactical applications together. The case studies, outside speakers, personal career development all guided me through the marketing world. Personally, I found repeated presentations really helpful. I used to be nervous and afraid of public speaking, especially for a long period of time. Professor Derby's encouragement and my teammates' suggestions propelled me to practice and learn. I am proud to say that I am definitely more confident now to present in front of people. Besides, through team collaboration and communication with a real-life company, we are able to maximize the conversion of knowledge we have learned in class into knowledge we are able to utilize in the real business world. I am also grateful for the opportunity to work with Cory this semester. He is an amazing person and a top-tier marketing leader. His own personal experience and professional knowledge in inbound marketing and outbound marketing has greatly helped me in applying those techniques and strategies in real life situations. He was always there to help us out on any questions or confusions we might have. His own personality really reflects the entire company's philosophy and character, which is all about serving people and establishing genuine relationships.

Being the most unforgettable, the course and its philosophy taught us the importance of connections and relationships in the business world. If I only learned one thing out of the class, that thing would be making connections. It was always incredible to hear the stories about how different speakers developed and maintained the personal relationships with Professor Derby. I would also want to thank my teammates for an awesome project. It was amazing to see how every member brought in different skill sets and took up different responsibilities. Sometimes, it could be hard to coordinate with everyone schedule and time, but each team members showed their passions and efforts in completing the projects. Jacob and Nina are great team leaders that they are vocal and encouraging. They are also very responsible for the team and every project. I am also glad that Klea was willing to step off from the leadership role due to her personal issues and I do respect that. All the work and experience the team has been through generated strong relationships. I would cherish my teammates and the memories of working together. I do hope that we could see each other in the future in the marketing world. I also liked how the team has developed a strong relationship with Cory and their team. The in-person visit to the company helped us connecting and experiencing more. I do think that such visit is useful and could be done earlier in the semester.

In short, I love the class and I am going to miss it a lot. Quoting from Professor Derby, "Please Stay Connected!"

Steven Zhou

ENT105 Entrepreneurial Marketing
Written for Jack Derby

End of Semester Reflection

ENT105 Entrepreneurial Marketing has been one of the most rewarding courses of my experience as an undergraduate student at Tufts. As a Quantitative Economics and History double-major with a minor in CS, taking an entrepreneurial course was a stretch, and it required careful planning with my advisor to ensure that I would fulfill all my graduation requirements and make space for this course. My decision to enroll in ENT105 came after a long academic career focusing on the purely academic end, and once recruiting began, I realized that I missed a few essential components of a good business acumen. As we have come to the end of the semester, I am impressed at how much I have learned: the challenges of a small company from a smaller startup to a more established but still young company, what marketing entails, and most importantly, how marketing is everything. From personal branding to that of our companies, this lesson will remain with me for a long time.

Klea Hysenbelli

4/26/22 ENT Marketing - Professor Derby Semester Wrap-Up Alternative email:
james@treezee.com

I loved this course. It was filled with great guest speakers, vital marketing information, and real-world experience. It is the first class that I have taken that included all three of those things. I appreciate your teaching style and I appreciate you pushing my team.

James Dillon

Hi Jack,

I hope your week is going well with all the exciting final presentations this week. I really enjoyed giving my group's presentation on Sunday—it was a great feeling to present the culmination of all our hard work. Most importantly, I want to thank you for a great semester. Since starting off a little overwhelmed and unsure about how I would fit in in the course, I'm very proud of how much I've grown and learned this semester. Thank you so much for your support along the way, and for being a great teacher and mentor.

I also wanted to share the exciting news that I've been hired as summer intern at Kantar doing market research, insights development, and consulting! I was very excited when you shared the job with us in class, because Kantar is a company that I have been interested in for a while. I reached out to Joanna Mizrachi, and I had the opportunity to speak with her to learn more about the company before going into the interview process. I was hired for a different team than the one she sent you the note about, but it was still so helpful to talk with her. During one of the interview rounds, I had to complete a business case study and I found that the Harvard Business case study we did in class had prepared me very well to tackle this! Thank you for bringing the opening to my attention, facilitating the connection with Joanna, and for your great teaching that equipped me with the skills to excel in the interview process and get the role.

Lastly, I wanted to thank you for the advice you gave us at the end of last class. Your last point especially spoke to me—to break rules (just not the big ones!). I'm not sure if you remember, but when we spoke at the beginning of the semester, I shared that I was planning to go to culinary school at Leiths School of Food and Wine in London for a few months in the fall. Since then, I've made the decision to attend for the full academic year and earn my Diploma in food and wine. It took me a while to come to this decision, because it is definitely breaking the norm of what Tufts graduates are "supposed to do". I appreciated you sharing your decision to enter the Peace Corps after college, and how that was breaking the rules, but was one of the best decisions you've made. I'm so excited for this new journey and to see how my interests take shape.

Overall, I'm so excited for what I have ahead of me after graduation—Kantar over the summer and then Leiths—and I greatly value all of your support this semester. Thank you for such a great class, and I hope to stay connected! My personal email is hsmokelin@gmail.com, for when my Tufts email access ends after graduation.

All the best,

Hannah

Hannah Smokelin

Hey Jack,

Just wanted to take the time to quickly say thank you for the semester. I am so impressed by your love of Tufts and your students, and your willingness to support them in any way possible. Seeing past alumni come into class and provide real world perspectives from people who have been in my shoes has also been extremely rewarding. I hope that some day I will have experiences worthy of sharing with future classes. I have definitely learned a lot this semester, and am excited to share some of it with you during our presentation.

Ryan Noone

Hi Jack,

I hope you are well. I saw the news about the \$1.2 million gift from Earle Yaffe, which reminds me of the pilot Tufts Entrepreneurship Report also thanks to his generosity. What fantastic news!

When I visited the beautiful Joyce Cummings Center last month, I am so glad to see how the Derby Entrepreneurship Center has evolved since our days at 574 Boston Ave. Again, I can't be more thankful for how your course and mentorship changed my perspective on career and life.

Thanks to your help with my grad school recommendation. I am enjoying the Master's of Public Administration (MPA) at Columbia. This summer, I will be interning at Gartner Consulting's New York office and finding my way into IT/tech strategy consulting.

If you are ever in New York, I would love to meet you. Will there be a 100k roadshow this year in New York open to Tufts alumni?

Warmly,

Leila

Jiaxun (Leila) Li

(she/her)

MPA Candidate 23'

Columbia | SIPA

Hi Jack,

I hope this email finds you well! I just wanted to reach out to let you know that I just received an offer for the BDR role at Hubspot! I'm excited to start in September and I'm so thankful to you for introducing me to the company in ENT Marketing. Thanks to your course I was able to connect with Brian Bresee who passed my resume on to the recruiters. Your course and all of your support and guidance throughout the years have been instrumental in my job search. Thank you for all of your help. I hope we can catch up soon!

Best,

Jordan

Hi Jack,

I hope all is well on your end!

I am just following up as I have lost access to my Tufts email and wanted to take this opportunity to circle back with my updated contact information for those who graciously helped me throughout my job search (I have written this from work email and CCed my personal email).

I am now 8 months into my associate role at L.E.K. Consulting and am absolutely loving it. The hours can be tough at times, but I have gotten the chance to work in a variety of markets: Pretzels, 3D Printing, 503B Compounding Pharmacies, Organic Juice, Pet Supplies, DME (Durable Medical Equipment) Providers, and moving onto a Small Biotech strategy case (first experience beyond PE DDs for me). The generalist model at LEK has allowed me to explore a plethora of industries while simultaneously building a universally practical consulting toolkit so overall I am very pleased with my experience.

This positive experience was carefully selected after having meaningful conversations within my Tufts network. So, I cannot thank you enough for your willingness to connect as it positively influenced my job search experience. It really means the world that a community like Tufts alumni is willing to support each other.

Please let me know if there is anything you ever need from my end. I hope you have a great rest of your day.

Best,

Jack Donohue

Associate

Hi Professor,

I hope you are doing well - I know it has been some time since we last chatted, but I wanted to give you an update on my law school journey. I finished my first semester of law school with flying colors, and in true Kelly fashion want to take the next step in applying for a joint JD/MBA program: this will allow me to finish both a JD and an MBA degree in 3 years during my time at Villanova.

I wanted to thank you again for agreeing to write one of my original law school recommendations as your words matter more to me than any other professor I've had at Tufts! That being said, I wanted to reach out again and ask if you would be willing to rewrite or even update your old recommendation for me for my application to the business school as I prepare to apply. The application deadline is April 30, but it is on a rolling admissions basis so I wanted to reach out well ahead of time knowing you already had something well prepared for me in the past and should be easy to tweak for my next round of applications :)

Thank you so much in advance for your time and consideration. You definitely were a huge inspiration in applying for the dual degree after how much you influenced me throughout the ELS program, and one of the biggest factors contributing to my decision to further my education both from a law and business perspective! :)

Kindly review and please let me know if you have any questions or would like to hop on a call to discuss. I look forward to hearing from you as always and hope you are staying safe and healthy!

Much love,

Kelly

I am reaching out with great news that I was recently accepted to UMass Medical School and will be attending in the fall of 2022. I am feeling elated, relieved, and ultimately grateful for having such a strong support system. I wanted to personally thank you for your guidance throughout this long process. Specifically, I would like to thank you for your strong recommendation on my behalf. I will certainly keep you updated with how things proceed and only hope to keep achieving from here on out!

Best regards,

Connor Moriarty

Hi Professor Derby,

I'm a former student - Tufts ELS Spring '13. I was a baseball player and probably not your most focused pupil, sorry about that.

First off I wanted to say thank you. Ahead of my Sr. year you advised me to take a summer internship at Oracle instead of some boring finance firm. Turned out to be great advice - it was the foundation for me getting hired at Dropbox, then a startup Quip (acquired by Salesforce), then at Salesforce for 5 years, now back at a startup (Loom). Been selling or managing sellers the whole time! Not sure I'd be here without that advice. I'm reaching out with an odd request - advice on rediscovering motivation.

For the first time in my career I'm having trouble with professional drive and focus. I still wake up at 4am, workout, and can be at my desk from 7am-5pm. The problem is I spend my days battling myself on if this is what I want to do the rest of my life. I have a dream job (responsibility, autonomy, high pay, equity) but can't stop thinking about quitting and becoming a baseball coach or rancher.

The existential daydreaming is hugely counterproductive - any advice on refocusing?

Thanks for listening and appreciate your guidance.

Wade Hauser Tufts 2014 650.704.1962

Jack,

Happy Holidays and New Year to you and your loved ones. :) I am grateful you were my professor and taught me so much that is still very relevant to me as I navigate business today. Your exposure to HubSpot, and helping me get my first job there post-college was life-changing - an incredible marketing, sales, and customer success education I got there.

I hope during this holiday season you're reminded of what a difference you've made in the lives of so many. Please never hesitate to reach out if there's anything I can do to support you / your students. :)

Thank you, Jack. Much love.

Syd Harvey Griffith, Development Director & Event Producer, Permatours

Hi Jack,

I wanted to wish you a Happy New Year! I hope you had a fun and relaxing celebration with friends/family. More than anything I hope Jan is feeling better and you were able to enjoy the holidays together.

Rather than send the usual blanket end of year message, I wanted to take a few days and reflect on people that made an impact in my work life this past year.

It has been great working with you this past year. You make such an incredible impact in the Tufts entrepreneurship ecosystem. This Fall was the first time I got to see one of your classes up close and personal. The way you drive students to achieve elite results is truly impressive. You are an incredible educator; watching you in action made me regret not taking your class as a student.

Thank you for being a mentor and friend to me; I truly value your guidance. I feel privileged to work with you on Tufts entrepreneurship initiatives. Thank you also for generously providing advice as Katya and I look for a home in Vermont. We hope to be your neighbors in Bondville/Winhall sometime this year.

I hope to catch up in person soon, whether in Boston or Vermont. I'll keep you posted on our travel plans. Likewise, if you happen to be in New York anytime, please let me know. We would love to take you out for dinner/drinks.

-lggy

PS: I have shared the marketing presentation your students put together with Remedy teammates, and everyone on my team has been impressed. On a related note, Isabela will be starting as a marketing intern with us next week :)

Hi Jack,

In the spirit of Thanksgiving, I want to say how grateful I am to have you as a mentor! Please let me know if there is any way I can give back by contributing to the Derby entrepreneurship center (I've screened and diligenced dozens of startups at this point as well as judged student competitions at UVA) or if there are opportunities to mentor students in the business side of medicine!

Kind regards,

Dr. Sam Kessel, MD, MBA

Lastly, I wanted to tell you about my search for a full-time position as a software engineer. To start, I wanted to thank you for everything that you have taught me. Although I did not get a paid internship last year, I made connections with dozens of alumni because of you who are currently giving me referrals for entry-level full-time software positions at their respective companies. Additionally, you have taught me how to open doors for myself, how to reach out to people, and how to make great connections and create a wonderful network. Words cannot describe my gratitude for the lessons that you have taught me.

Tanner Gordon, fall, 2021

Hey Jack, I haven't reached out in a while and just wanted to send an update your way. I worked at Twitter for 2 years (my work at Brainshark was instrumental in helping me get my start--thanks to you!) before moving to Dublin, Ireland, to work for Facebook for the past 3 years. I first wanted to thank you. Without your help in getting a job at Brainshark, I never would have gotten recruited for Twitter and been a position to get offers from Facebook and Snapchat. I was also hoping to get your advice. I feel that I've come to a bit of a crossroads career-wise, and you helped me time and time again through my undergraduate career. In any case, I hope that you and Jan are doing well,

James Roseman james.roseman@gmail.com +353 87 330 5904

Wow! Amazing to see Tufts stepping up in the world of entrepreneurship & innovation. Hope all is going well, [Jack Derby](#). I know I owe my start in startup world to Derby Entrepreneurship Center 😊

Sacha Perrault

Jack, upon finishing up our last official class today, I want to thank you for an incredible semester. This course and your insights have made an extraordinary impact on the trajectory of the steps I see myself taking in the upcoming years.

I have learned a tremendous amount from you in our lectures throughout the course and am grateful for the insights and personal advice you have provided me. Seeing the knowledge and success of the speakers you brought in was not only educationally valuable but extremely inspiring.

Thank you again for your help in getting the job with HubSpot. I am thrilled to be joining and contributing to the success of such a fantastic company and incredible team of people. I am grateful that I have had the pleasure to connect with you this semester and am looking forward to TA-ing your marketing class in the spring. Thank you for providing a uniquely interactive learning environment for me and so many other students.

Kind regards,

Andrée Aloise



At the start of the semester, I had no marketing experience whatsoever and I didn't think that I could actually help a company accomplish anything marketing-wise. I'm pleased to say, though, that now both those points have changed.

I loved the semester-long group work. It allowed me to form meaningful connections with my group and feel like my schoolwork was making an actual difference for a real company. I've grown quite attached to Waverley Insurance over these last few months, and I genuinely want it to succeed in its marketing and web-presence initiatives.

Additionally, I thought the personal value propositions were an essential component of the class. Sitting down and hammering out exactly what value I bring to a team has proven hugely successful in my job search. On that note, my favorite component of the class was the emphasis put on finding a job/internship. Jack, you made it very clear that we could use you as a way for getting our foot in the door.

Cory Halbert, fall 2021

First, I wanted to express my appreciation for being selected as one of the projects for your marketing class. The value from a business standpoint is incalculable. It has accelerated the marketing and hopefully growth of Waverley Insurance forward by at least six months if not more, perhaps a year. I am so grateful for the support and help the students provided. I can't thank you enough for the opportunity. I hope they gained as much as I did.

Jim King, CEO, Waverly Insurance, Marketing Project, fall 2021

Entrepreneurial Marketing was the most unique and well-designed course that I have taken at Tufts. While my education here at Tufts has been very good, and my classes have been (for the most part) interesting and engaging, nothing compared to the real-world experience that this class gave me. In structuring the class like an educational internship, I was able to learn through experience and interactions, not just through lectures and studying, which really facilitated my learning. I think the combination of lectures and guest speakers really helped me to tie what we were learning to different people's experiences in the real world, which was inspiring. Further, Jack was an unbelievable professor, not only in his lectures, but also outside of class in networking and opening doors for me. I feel very lucky to have built a connection with him and to have learned from him.

Jackson Saunders, Marketing fall 2021

Jack, I truly cannot thank you for the instruction and feedback you have provided throughout the course of the semester. I am beyond grateful for your dedication to the class, and for all the additional resources you provided my team including information on SaaS products and facilitating the early on connection with Abby Curran. I have heard from numerous classmates that it is very clear how much you care about each student in our class and have heard overwhelmingly positive comments about the course (I couldn't agree more!).

Over the past twelve weeks, I have learned so much and have expanded my marketing toolbox. Since starting in the marketing class, I have noticed a difference in my work for the Evans Brothers, and everything I do is even more strategic and well-thought out. It is one thing to learn concepts inside of the classroom, but a whole different level of comprehension when I can directly apply what I am learning to what I am doing outside of the classroom.

I am very excited to use the information I learned this semester to create a full marketing plan for the Brothers, and I am looking forward to continuing working together both as a TA next semester and as a member of the Evans Brother's team.

Caroline Gingold Community Health Major, Economics Minor, Tufts University,

Thank you very much for attending our presentation yesterday, and an even bigger thank you for a fantastic semester. I'm beyond thrilled to have had the opportunity to learn from your course and to contribute to such an exciting and inspiring product in MOSAIC.

I will save my comments on the course for the 1-page reflection (which is attached to this email), but I wanted to express my thanks separately. I appreciate the attention and commitment you devote to every student in the class, and I truly had a blast working for such a great company this semester.

The most important takeaway from this course, in my opinion, is that life is about connections. While I'm not 100% certain yet (as I am still looking around for opportunities in the buy-side/tech world), I am most likely going to return to RXR Realty as an investments analyst when I graduate, so if you ever have a student who is interested in real estate investing, please feel free to connect them with me. Thanks again, and I hope to keep in touch.

Best Regards,

Jared Rosenbaum

Thank you, Jack, for a fantastic semester. Most impactful class I have taken at Tufts. These 3 rules were a great way to wrap up our last class. Thank you for going above and beyond for us as your students!

First and foremost, I just want to thank you for an incredible semester. I have learned so much about sales but also the business world in general. I thank you for all the lessons you have taught us as well. It was truly an incredible course, and I cannot thank you enough for all the guidance in and out of the course. ● I really enjoyed the class format where we would typically have speakers come in and talk about certain aspects of sales. It was great to hear from professionals who are all very successful and kind people. The opportunity to connect and grow my network was an incredible opportunity. ● I loved the team aspect of the class. Being able to work with a group of 5 the entire semester was an incredible experience. It felt very real life applicable and the opportunity to collaborate to create something beneficial and tangible was an incredible experience.

Woovin Shin, Fall 2021

I would like to take this opportunity to thank you for making this semester such a valuable and unique experience. Not only has the course left me with far more marketing knowledge than what I started with, but also, I learned first-hand the power of making connections and working with others. Thank you both for your guidance through our Leidos project. It first seemed like a daunting task that required me to work on something I never had before, but by the end I had learned so much from you and the opportunity to work with Lauren that we were able to achieve the deliverables set out for us.

Derin Gumustop, Fall 2021

Dear Professor, Before I start evaluating my time in the class, I would like to dearly thank you for the support and help you have given me. I often share a student-teacher with my professors, but I believe you have also been a mentor to me with all the guidance you have provided to me. Most classes in college teach you the theoretical aspect of a subject. In trying to gain the scores we forget how much we need to learn outside the class. Flip the structure, and this class is what you find at Tufts. This class helped me learn so much about the real world and marketing. From the guest lectures which were so valuable to the personal value propositions, I have learnt so much. Today, if someone asks me “tell me about yourself”, I can confidently give them a value proposition. Today, if I had to have a meeting with someone, I can confidently ask them for 15 minutes of their time and try to convince them. This class has not just taught me what marketing is but has helped me learn how I can market anything.

If I got the chance to work with a real business is because I took this class at Tufts under the guidance of the Derby Entrepreneurship Center. My dad often told me that entrepreneurship is the best work one can pursue. I never believed it but today I can understand why. It is because when you are passionately working towards something of your own you just outnumber your performance numbers. This class was a glimpse to that experience. I never thought I will ever be confident to give a presentation formally, and this class gave me a platform to that. Overall, I loved the structure of this class and what I learnt from it. I loved how it focused on learning, taught me skills such as leadership, communication, innovation, and presentation. I believe that if today I was able to go and give an interview confidently is partly because of this class. Once again, I would like to thank you, showcase gratefulness for such a meaningful project and wonderful group, and the class which has made it such a wonderful experience this semester. I will recommend this class to all my friends!

Archit Jain Ent 105 - Marketing archit.jain@tufts.edu

Professor Derby, I'd like to take the chance and thank you again for such a great semester. This is my last semester as a student at Tufts and I am very happy I was able to spend it taking both your Science of Sales and Marketing class.

Both classes were so enjoyable and instructive. I can't thank you enough for the opportunity to work on these projects. Working with BRZ for sales class was very educational and working with Liedos for marketing was an amazing experience all around. Thank you for facilitating these incredible connections.

Joanna Mizrachi

This Fall semester I had the opportunity to take Entrepreneurial Marketing with Professor Jack Derby. This class was incredibly instructive, and provided me with hands-on experience, which is the most effective way to learn and prepare for “real-life” professional situations.

In the words of professor Derby, life is about connections, and this class supplied a plethora of opportunities to make them: with classmates, groupmates, visiting lecturers, TAs, and all of the experts professor Derby was able to connect us with to help in our projects.

Thank you for a great semester! I honestly found this class to be much more fulfilling and engaging than I expected. Before this semester, I admittedly had very little interest in marketing. I'm interested in one day starting a social impact business or nonprofit, so I took the marketing class as a way to complete the minor and gain some marketing skills that I thought might be useful for that. However, I now realize how, as Jack and HubSpot say, marketing is "everything." Through working with TCRC and listening to Jack and our guest speakers, I learned how important marketing is to amplifying the messaging and work of impact-driven organizations and companies. I definitely think the project aspect of the class is essential to building the skills that we learn about throughout the semester. It's so fulfilling to know that the work we have done all semester will actually be used by Tufts. Overall, I found the course to be helpful and rewarding, and I appreciate so much how willing Jack is to respond speedily and talk one on one with students!

Katie Furey, Co-Captain TCRC

Professor Derby, I have thoroughly enjoyed each piece of this class. As an entrepreneurship minor, I have taken many 3-hour classes within the department throughout my time at Tufts. I recognize the features of such courses that make those few hours each week engaging, and those that do not. I have found that engaging entrepreneurship classes incorporate interesting guest speakers, a charismatic teacher, interesting classmates, and are rich with opportunities. On the note of guest speakers, having spoken with you directly about this, I realize the effort and thought that goes in to curating a collection of guest speakers that are diverse in both subject matter and demographic. I think the guest speakers accomplished just that this year, and I know that is one of the most valuable aspects of this class. Not all college classes provide tangible experience that will be applicable beyond college. On a more personal level, I am grateful that during a week when I was juggling a decision between a few internship offers, you were able to provide me advice and insight that was very helpful. This advice was relevant not just to that one decision but to informing my greater perspective of the business world and the value of appreciating the people that you work with each day. All this is to say that I had a great semester in this class, and I often found that the three hours each day flew by. Yet, each class meeting was full of important and applicable information, advice, and connections. This is my favorite course that I have taken within the entrepreneurship minor thus far, and I look forward to remaining in contact. Best, **Mullika Sahrawat**

Working with a real company was an invaluable experience that no simulated lesson plan would be able to replicate. I really liked that we were able to work with a Tufts alum. Iggy was very receptive to opening us up to his personal network and to make connections to help us with our personal professional journeys. Additionally, having Tufts alums come to speak in class was also something I really valued. It was so cool to see alumni that went through the same paths as us in the real world with new and complex experiences and opportunities. It was inspirational to see what the possibilities were for any of us to accomplish. I really enjoyed getting to hear everyone's value propositions. As a concept gone over in class of how our companies can provide value to its consumers, it was insightful to think about how we personally can provide insight to future employers. It was great to see the growth in pitches as the semester

progressed as everyone was learning from each other's propositions. I also really valued having the job opportunities gone through at the start of each class. It also just showed that Professor Derby cares about our personal development outside of the classroom (something that is cool considering most of my classes are in the STEM field and don't often acknowledge that). Finally, the last possible observation I have is regarding the team aspect. I really enjoyed getting to work so closely with my team. I think with this type of project it is essential to get closer with the people you are working with and to understand inner-team dynamics early on. Having this group of people throughout the semester was great and I got to work with people that I had never interacted with before but now know fairly well! **Allison Chow, 105 fall 2021**

This was a great course; I loved the idea of hands-on learning and helping a company; A win win for both students and our company

Antonia Knoth

This course provided a learning experience that was completely different than the many other courses that I have taken thus far in my time at Tufts. While I have found several courses at Tufts intellectually stimulating, I view Entrepreneurial Marketing as unique for the rare opportunity to directly apply classroom material to our semester-long marketing internships. Having the opportunity to work on a semester-long internship with the Tisch College Community Research Center made each class feel incredibly meaningful because I was able to think about how the topics, we discussed in class could be used to achieve our real-world marketing goals. As a result, this course has challenged me think critically in a way that no other course at Tufts has done. Another highlight of this course for me were the people. On the last day of class, Professor Derby spoke about the importance of fostering and maintaining personal connections in his "3 Rules of Jack." Hearing this piece of advice on the last day of class truly resonated with me because this was one of my biggest takeaways from the course altogether. I found Professor Derby's class culture and teaching style was highly conducive to developing personal relationships. I greatly appreciated the assistance which he and the excellent Teaching Assistants provided outside of class on our project including the meetings we had with Jack where he helped us to strategize our primary market research plans.

I also developed especially close bonds with my fellow Tisch group members. I was strangers with my group members in September but have become quite close with them through our work this semester.

A highlight for me was our celebratory lunch outing after our final pitch! I see these individuals as connections with whom I plan to maintain professional relationships after Tufts. I felt overwhelmed in the beginning of the semester with our group project but having faculty and peers around me who were highly supportive allowed me to succeed and made this semester truly special.

Adam Pidedjian, Marketing, fall 2021

ENT105 was a transformative experience – though engaging in a 4-hour course seemed to be intimidating at first, I quickly found myself to be encapsulated by our class discussions. Professor Derby’s attentive and engaged style of teaching made the long hours spent in 574 exponentially more enjoyable. I feel lucky to have met a future mentor such as Jack, and the realization that the connection that he has with his students is one that made this semester very personable.

I found class time to be the most effective during our guest lecturers – hearing about the career advancements of prior students and alumni was both inspiring and informative. I specifically enjoyed listening to Margaret Chase, as I am personally very interested in advertising and public relations. Additionally, Abha Gallewale’s guest talk allowed me to ponder about my team’s own marketing plan, and even adapt some of her suggestions to our inbound and outbound marketing strategies in our final presentation. Engaging with guest lecturers who were all so young and well-accomplished inspired me for life beyond Tufts, and I am grateful to have engaged with their input.

Lastly, the most satisfying part about our course was my Tisch (TCRC) teammates. Our team of 6 quickly became a close-knit circle with weekly meetings and constant text updates, and I feel incredibly lucky to have met like-minded peers. All in all, I am proud of my team and the effort we put in to create a tangible marketing plan and can confidently state that ENT105 was one of the most hands-on and impactful course I have taken at Tufts.

Eda Devletsah

I enjoyed working with team Remedy (I cannot stress that enough). The team is always in great energy, and everyone is fun to work with. The team is very organized and responsive. We started with meeting agendas every week before the meeting with Iggy and keeping things in order. We have 1-2 people taking notes during each meeting with Iggy. The team always communicates effectively with team members. And every person in the group is reliable. We divided the work evenly to different people; these works were always done in a timely manner with a high level of accuracy. People are always on time at work and arrive at meetings early, mindful of other people's time. I think the course design is amazing. The class begins with the Hubspot Inbound Marketing course. I found the course interesting and continued to take the Social Media marketing course on Hubspot. I think working with actual companies is much better than using a textbook. It was also my first-time doing marketing for a B2B business, and I think the course contents and guest lecturers guided all of us along the way and were very helpful for the project. All of the speakers connected to the course content well, and they were very eager to communicate with students. I was especially inspired by Ashley McManus on constructing a marketing plan and chatted with her one-on-one about podcast marketing. Our team was also inspired by Margaret’s lecture on PR and decided to put together a communication strategy. Overall, I learned so much from guests, all of whom were Tufts alums, which made it more impactful, and I was able to apply it to the project.

Alice Xiang, 105 Marketing fall 2021

I really enjoyed this course and feel like it was a good introduction to marketing through a huge diversity of topics! The part of this course that I think is the most effective is working with our companies and putting together a marketing plan, while doing either a research or marketing project throughout the semester. While working with Remedy was sometimes challenging because of Iggy's changing goals and unclear visions of success, I do think it was a good and realistic picture of how it is to work with companies like this, especially startups. Another part of the course that I really enjoyed was the value propositions. Although it wasn't a major focus because we only presented value propositions once, I think it was a great learning experience to present our own propositions and hear everyone else's. I realized that I've given versions of a value proposition many times, but I've never had the chance to present it like this and get live feedback, so I really appreciated that opportunity. Lastly, I think there were some really great guest speakers in the class and hearing from them was a good use of class time. My favorite speaker by far was Rebecca Hearst. I think she was a great speaker, and her presentation was so engaging, especially because there's a lack of discussion about personal finance for students. As young adults who are graduating soon and going to try and figure out budgeting and financing on our own in the near future, it was great to hear about an inspiring example of that. Thank you so much for a great semester! I genuinely feel like I learned a lot in these past few months, and I look forward to taking these marketing skills into the future

Ria Lalwani

I really enjoyed taking ENT Marketing. I learned a lot about the importance of marketing and how marketing can make a good product great. Overall, I really enjoyed taking this class. The course was very hands on and utilized many real-world examples. I felt like I was working in the business world, going to conferences instead of taking a class. Everything I learned will benefit me for my career after Tufts. Both the Marketing and Sales Class were two of my favorite courses that I have taken at Tufts University. Understanding how to sell myself was definitely one of my favorite aspects of the class. Everything I learned will benefit me for my career after Tufts. Both the Marketing and Sales Class were two of my favorite courses that I have taken at Tufts University.

Eric DeBrine